BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly

Vol. 6 No. 6

Canada and Foreign $4.00 the Year

WASHINGTON, D. C.
MARCH 15, 1934

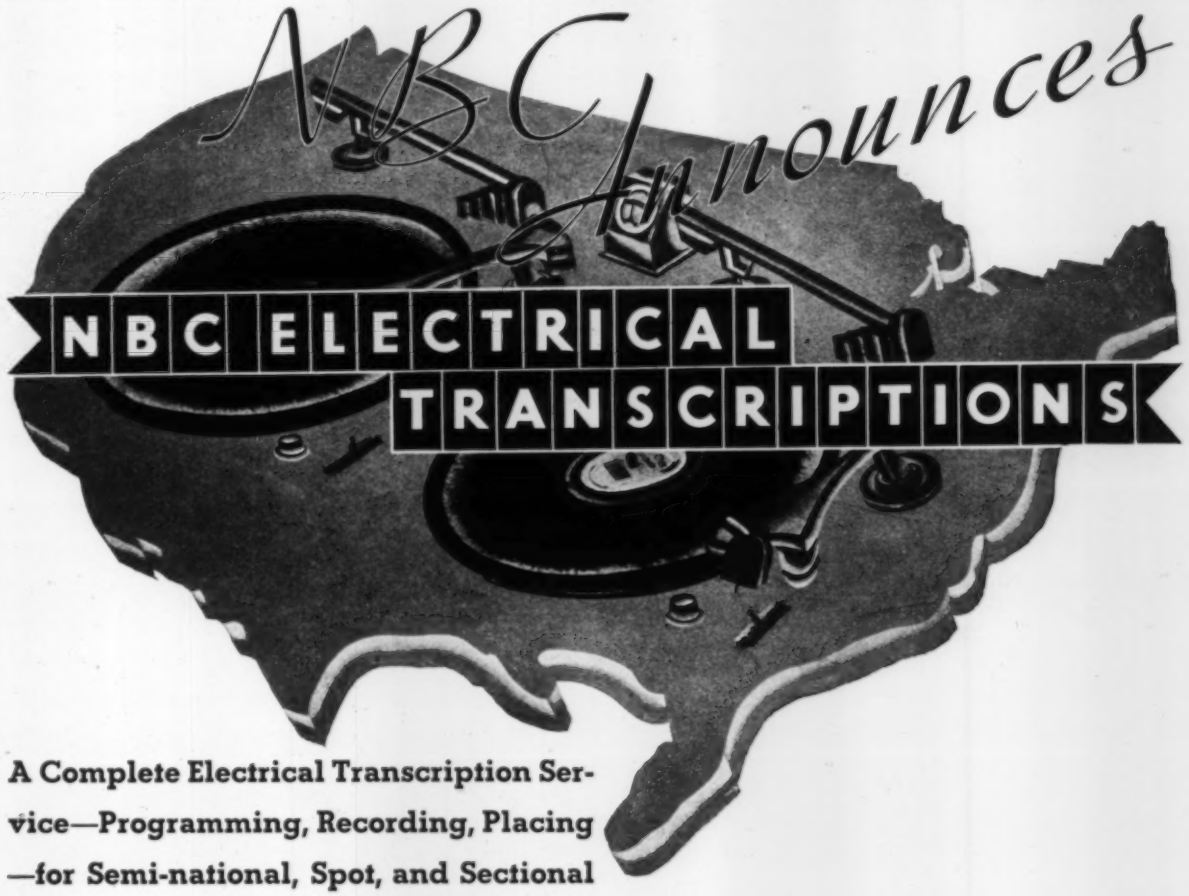
$3.00 the Year
15c the Copy

THE JOHN CRERAR LIBRARY

ROUNDING OUT ITS SERVICE TO ADVERTISERS

NBC Announces

NBC ELECTRICAL TRANSCRIPTIONS



A Complete Electrical Transcription Service—Programming, Recording, Placing —for Semi-national, Spot, and Sectional Advertisers Throughout the United States.

On and after April 2, 1934, the entire resources of the NBC organization will be placed at the disposal of the spot and sectional advertiser. After three years of study and experimentation, NBC technicians have instituted a complete electrical transcription service, employing the latest developments of the RCA Victor Company, Inc., pioneers of sound recording.

For the building of disc programs, spot advertisers are now offered the services of the most experienced program staff in the radio business. In addition, many outstanding radio artists who have been heretofore almost wholly restricted to network programs may now be secured for recording by NBC.

NBC Electrical Transcription Service is available on NBC associated stations in many leading cities from coast to coast. Call or write the NBC Local Service Bureau for details.

NBC
LOCAL SERVICE BUREAU
NEW YORK
CHICAGO
SAN FRANCISCO

NBC IS BROADCASTING HEADQUARTERS

YOUR

WABC
NEW YORK

WBBM
CHICAGO

WKRC
CINCINNATI

WJSV
WASHINGTON

WBT
CHARLOTTE

KMOX
ST. LOUIS

WCCO
MINNEAPOLIS-ST. PAUL

WPG
ATLANTIC CITY

WFBL
SYRACUSE

KHJ
LOS ANGELES

KGB
SAN DIEGO

KFRC
SAN FRANCISCO

SELL THEM IN SUMMER...IT'S NEVER TOO HOT TO LISTEN

Only 10 out of 100 Columbia listeners will be on vacation during any two-week period this summer. 8 of these 10 w

listen to radio while away—and the other 2 will be more than offset by the steady growth in total listeners since last win

485
410

XUM

SUMMER DOLLAR

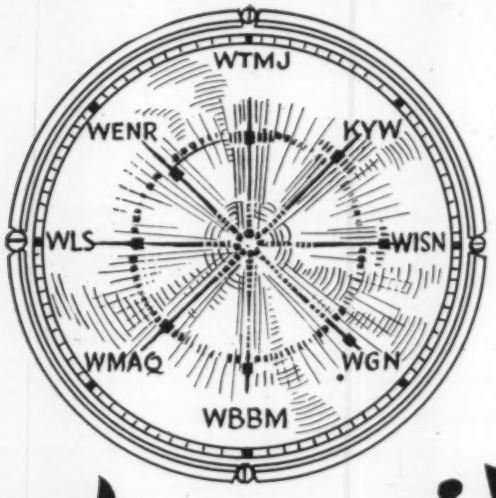
will buy bigger Columbia audiences this year than in the "peak months" of previous winters

Radio boosts the buying power of your dollar to unprecedented heights this summer. Through Radio Sales Stations you can buy more total listeners and more listeners-per-dollar in summer-1934 than in the "peak months" of any previous winter. You can expand or defend markets more cheaply, more effectively than ever before ■ Radio Sales Stations cover major market areas . . . mapped, weighed, audited by Columbia's Research Department. And each of these dominant stations is a key Columbia outlet ■ Radio Sales Stations deeply penetrate 12 rich territories, with all the prestige of the world's greatest network; pulling—and holding—listeners for your program by means of a larger volume of network features than the outlets of any other chain ■ Capitalize the greatest selling opportunity radio has ever offered you. Call Radio Sales, Inc., New York or Chicago, or any of the Radio Sales Stations listed on opposite page, for the facts about Columbia's 1934 summer audience.

RADIO SALES, INC.

485 MADISON AVENUE, NEW YORK CITY • PLAZA 3-2520
410 NORTH MICHIGAN AVENUE, CHICAGO • WHITEHALL 6000

XUM



know where it stops

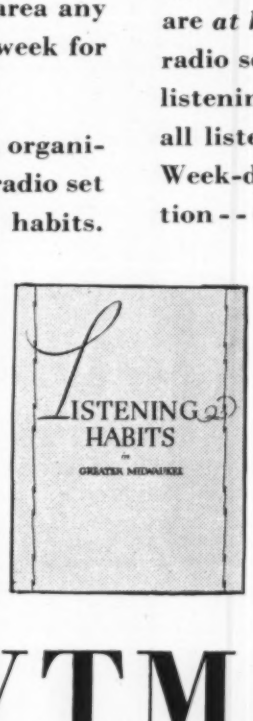
Before You Lay Your Bet!

THE buying of radio time in the Milwaukee area need no longer be a gamble on the spin of the dials. Station WTMJ can now tell you how many listeners you can expect in this area any time of the day, any day in the week for broadcasts over any station.

With the help of outside research organizations, WTMJ has asked 50,000 radio set owners about their listening habits. WTMJ wanted facts, not opinions, so 18,000 listeners were questioned about conditions at the moment of interview. We did NOT ask "When do you listen-in?" or "What is your favorite station?"---but "Is your radio turned on NOW?" "To what station?"

As a result, WTMJ can now tell you, for any day or any hour on the broadcasting clock in the Greater Milwaukee area--

(1) How many radio set owning families are *at home*--(2) How many have their radio sets *turned on*--(3) How many are listening to each station--(4) Per cent of all listeners preferring each station--(5) Week-day average for the above information--(6) What programs are preferred.



This information has been compiled in chart and table form in a sixty-page book, "Listening Habits in Greater Milwaukee," which offers profitable study to advertisers who hope to sell the Greater Milwaukee area via radio. Copies are available to sales and advertising executives.

MEMBER OF NBC NETWORK

WTMJ

WISCONSIN'S FAVORITE STATION

THE MILWAUKEE JOURNAL STATION

National Representatives . . . . . EDWARD PETRY & COMPANY, Inc.

NEW YORK — CHICAGO — DETROIT — SAN FRANCISCO

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BROADCASTING
and
Broadcast Advertising

Vol. 6 No. 6 WASHINGTON, D. C. MARCH 15, 1934 $3.00 PER YEAR—15c A COPY

Code Authority to Crack Down on Violators

By SOL TAISHOFF

Prosecutions Threatened Under Broad Powers of the NRA Partial Report Submitted on Technician Survey

ARMED with unprecedentedly broad powers by virtue of actions of the General Conference of Code Authorities called by Fresident Roosevelt and by new authority conferred upon it by NRA, the Code Authority of the broadcasting industry has embarked upon an energetic campaign for strict compliance with all code provisions and eradication of practices adjudged improper in the conduct of business within the broadcasting industry.

Set to function as a more or less permanent "economic police force," the Code Authority charted a course of action at meetings held from March 3 to 8 with code compliance the first order of business. All violations reported or coming to its attention, the group resolved, will be prosecuted either in the courts or before the Radio Commission to obtain license revocations.

NRA Here to Stay

DETERMINATION to "crack down" on recalcitrants after the fashion so forcibly advocated by NRA Administrator Hugh S. Johnson came following President Roosevelt's address telling the assembled code authorities that the NRA is here to stay. Subsequent developments at these sessions stressed code compliance and self-regulation of industries through their code authorities under government supervision.

At its closing session March 8, the Code Authority adopted this resolution:

RESOLVED, That the Code Authority for the radio broadcasting industry be constituted as a committee of the whole to consider and adjust any and all matters arising out of alleged violations of the trade practice provisions contained in the code.

This resolution obviously was adopted with the implied approval of NRA and has the effect of establishing within the industry its own compliance organization and keeping stations and those with whom they do business on broadcasting matters outside the vast machinery set up for national compliance. It is regarded as of great significance. Violators failing to yield to rulings of the Code Authority, under this broad power, can be referred to NRA for punitive action, or taken to the courts or to the Radio Commission for license revocations.

Out of the week's sessions and the general code authority meetings with NRA came a series of developments of vast import to the broadcasting industry. Included was a letter from NRA threatening action against some 70 stations which had failed to comply with the rate card order of the Code Authority; submission by the Code Authority to NRA of the first part of its report on broadcast technicians; conferences with NRA by interested code authorities on the studio audience question; agreement to distribute questionnaires among stations regarding the status of the radio artist and performer under the industry code; and consideration by the Code Authority of the possible effect of the President's suggestion for a blanket 10 per cent reduction in hours and 10 per cent increase in wages in all industries.

Following the sessions, John Shepard, III, chairman of the Code Authority, declared that the board would embark immediately upon its compliance drive. This now can be undertaken, he said, since the broadcast technicians' report has been completed, except for a supplement covering working conditions within the industry.

"There can be no doubt about the power of the Code Authority to pursue this campaign in view of developments during the last week," he declared. "Rate-cutting, acceptance of per inquiry or contingency business and other repugnant practices banned by the code now can be coped with and driven out of the industry."

Duty to Report Offenses

PARTICULAR emphasis was laid on the procedure which can be followed in cases of violations. Recourse, naturally, can be taken under the penal provisions of the industrial recovery act to the federal courts. But in the case of radio stations, it was pointed out, an additional resort to the Radio Commission is afforded, since any station which violates any code provision fails to meet the public interest requirement of the radio act and may be cited on application for renewal of its license.

Mr. Shepard stressed the point that all stations must assist in enforcement of the code. He said it is their duty to report violations to the Code Authority and thereby assist in policing the industry.

Regarding future activity of the Code Authority, Mr. Shepard said that after the President's address, the two speeches by General Johnson during the code sessions and the address by Donald Richberg, NRA general counsel, there could be no doubt in the minds of the code authorities that NRA is here to stay and that the major effort will be in the direction of code compliance.

Cite Milk Case Decision

HE SAID that the address of Mr. Richberg, in which he interpreted the recent Supreme Court decision in the New York milk case, is far-reaching in its applicability to NRA activity in eliminating price-cutting. This decision, Mr. Richberg said, put the general public welfare above everything else, subordinating the action of individuals to the control of the United States and the individual

Broadcasting Flourishes in New Era of Prosperity . . .

By MARTIN CODEL

THE BUSINESS of broadcasting is generally on the boom. This writer's observations during a five-week business swing across the country have persuaded him that the depression is over so far as radio advertising is concerned. Indeed, it may even be reasoned logically that, what with only 10 to 15 per cent of the national advertisers so far attracted to the radio medium, the waiting list of sponsors is going to grow as more advertisers are induced to utilize radio.

For waiting lists are already forming. The networks, national and regional, are doing an excellent business. The stations, by and large, at least in the major markets, are selling so much local and national spot time that many of them are having difficulty in clearing time.

If radio advertising, limited by its very nature in volume because there are only so many waking hours to the day and you cannot add to the pages of Time as to a periodical, is any index to national recovery, it can be stated confidently that we have turned the corner toward a new era of prosperity.

Boom is Permanent

THIS RADIO advertising boom, be it said also, is not merely an evanescant affair. I am convinced that it is permanent, not merely because of Nature's limitation on "radio space" but because radio is actually "pulling" for radio advertisers. Testimonials by the score are available from any number of advertisers, agencies and stations.

One gains a new perspective of radio broadcasting from such a trip as mine, which embraced more than 20 large and small cities from the east to the west coasts and down the Pacific seaboard. It is an enlightening experience, and one which I would commend heartily to the account executives of every agency doing business with radio stations. The Federal radio commissioners, too, should make occasional if not periodical visits among those whom they license and regulate in the use of this important medium.

"Haywire" stations there still are aplenty, but in radio there is definitely emerging a class of stations and a class of executives of whom the federal regulators may well be proud—stations and men of definite character, pursuing real ideals of public service, finding that it profits them to serve and to abide by the fairest and cleanest advertising and merchandising concepts. The American public, I am convinced, is generally satisfied to let radio clean its own house under the present system of private initiative and competitive enterprise.

Radio Cleaning House

THAT IT is cleaning house, is manifest from the great number of questionable advertising accounts, formerly accepted under pressure of a depression necessity, which are now being rejected by this better class of stations. The "haywires" are slowly but surely hoisting themselves by their own petards; if the Radio Commission doesn't get them ultimately, then the code will. If the code doesn't, then the public will, for they cannot command audience without giv-

(*Continued on page 38*)

states. In effect the court held a grocer could not undersell his competitors on milk after the state had adopted a regulation setting a minimum price on the commodity. This, Mr. Richberg held, sustains NRA in one of the most vital phases of its authority.

The Administration recommendation for a 10 per cent cut in hours and an equivalent increase in wages as a means of quickly absorbing unemployed and restoring purchasing power is not considered fully applicable to the broadcasting industry. The industry, with only 12,000 employes, is relatively an insignificant factor in the nation's employment and wage structure. Moreover, in the biggest wage class—broadcast technicians—there is virtually no unemployment and a substantial increase in both employes and wages has been effected since the code became operative. This recommendation is assumed to apply mainly to capital and consumer industries which have not yet absorbed their normal number of employes, whereas the broadcasting industry in both employment and payroll is ahead of its peak year of 1931.

The first part of the Code Authority's report on hours of labor and wages of broadcast technicians, submitted to NRA March 12 in pursuance of the requirement in the code that such a study be made within 90 days, produced an unexpectedly favorable result. Based on 527 replies to a comprehensive questionnaire sent to 581 stations, the report furnished these basic facts:

Employment of broadcast technicians has increased 11.9 per cent (from July 1, 1933, to Dec. 16, 1933).

Weekly hours of labor for broadcast technicians have been reduced 9.8 per cent.

Weekly payrolls for broadcast technicians have incresaed 21.1 per cent.

The report was adopted March 8 by the Code Authority. It will be followed shortly by a second section covering working conditions among broadcast technicians and their relation to general conditions within the industry. A public hearing before NRA will be called to discuss proposed amendments to the code growing out of this report.

The report, drafted by James W. Baldwin, executive officer of the Code Authority, with the full board's approval, was declared to represent approximately 92 per cent of the members of the industry engaged in broadcasting as a commercial enterprise.

Principal Findings

EXCERPTS from the 50-page report covering the most important findings follow:

EMPLOYMENT: The number of broadcast technicians regularly employed on a full-time basis at 476 stations increased from 1,793 on July 1, 1933, to 2,006 on Dec. 16, 1933—an increase of 213 or 11.9 per cent. In this connection it should be pointed out that the peak of employment in the broadcasting industry from the best statistics available—those submitted in the open code hearing in September, 1933—was reached in 1931 rather than in 1929 which was the peak in most industries. Of the 1,793 broacast technicians employed on July 1, 1933, 1,477 or 82.4 per cent, held licenses from the Federal Radio Commission authorizing them to operate radio broadcast transmitters; and of the 2,006 broadcast technicians employed on Dec. 16, 1933, 1,638, or 81.6 per cent were licensed to operate radio broadcast transmitters.

HOURS OF LABOR: The average number of man-hours per week for all broadcast technicians regularly employed on a full-time basis by the reporting stations has been reduced from 49.1 as of July 1, 1933, to 44.3 as of Dec. 16, 1933. This represents a reduction of 4.8 man-hours per week, or 9.8 per cent. The average man-hours per week for broadcast technicians licensed to operate radio broadcast transmitters has been reduced from 49.2 as of July 1, 1933, to 44.2 as of Dec. 16, 1933. This represents a reduction of 5 man-hours or 10.2 per cent. The report shows that the weekly hours of labor during the month of July, 1933, ranged from about 40 to 90 hours.

PAYROLLS: The total weekly wages paid broadcast technicians regularly employed on a full-time basis increased from $58,807.03 for the week ending July 1, 1933, to $71,243.61 for the week ending Dec. 16, 1933. This represents an increase of 21.1 per cent. Of the 2,006 regular full-time men employed on Dec. 16, 1933, 1,030, or 51.3 per cent, received $35 or more per week.

Plans Artists' Inquiry

ON THE MATTER of wages and hours of artists and performers, the Code Authority is preparing a questionnaire to be sent to all stations. Subject to approval of the NRA, this study is being made mainly at the instance of the Actors Equity Association, which originally sought to have performers included in the minimum wage and maximum hour provisions.

Further study will be given by the code authorities for the broadcasting, motion picture and legitimate theater industries to the matter of free admissions to studios, against which the latter two groups complained. Division Administrator Sol Rosenblatt of NRA on March 7 met with committees representing each group. A questionnaire will be sent out to stations by the broadcasting Code Authority pertaining to such free admissions to program performances.

The motion picture and theatrical groups contend these free admissions are unfairly competitive with the theaters. The question of competition between the industries for talent also was discussed. Participating in the meeting March 7, in addition to Mr. Rosenblatt, were Messrs. Shepard, Baldwin and Runyon for radio; Henry Moscowitz, Dorothy Bryant and Louis Krause for the legitimate theater code authority, and John C. Flinn, Ed Kuykendall and Sidney R. Kent for the motion picture authority.

Farnsworth Warns Stations

A RESOLUTION was adopted at the meeting that each separate committee report to its code authority and recommend permanent adoption of the principle of joint meetings between the committees. The radio industry Code Authority approved the resolution March 8.

A letter sent to the 71 stations which had failed to file rate cards was signed by Deputy Administrator William P. Farnsworth, in charge of the amusement section of NRA and a government member of the Code Authority. It follows in full text:

The code of fair competition for the radio broadcasting industry by Article VII, Section 1, paragraph (a) requires that "each broadcaster and network shall forthwith publish and file with the Code Authority a schedule of all its rates regularly and currently charged to advertisers for the use of broadcasting time, together with all discounts, rebates, refunds and commissions which shall be allowed to the users of such time or to their recognized agents, such schedule to be known as the rate card."

The radio broadcasting Code Authority has advised me of your failure to comply with that provision of the code. I am giving you this opportunity to either comply immediately or to explain satisfactorily your reason for non-compliance to the Code Authority or to me directly.

If you fail to do this immediately, the only course left open for me is to turn the matter over to the compliance division for such action as they deem necessary.

Attending the code sessions were: Mr. Shepard; John Elmer, WCBM, vice chairman; Mr. Baldwin; Isaac Z. Buckwalter, WGAL; James Kiernan, WLWL; Alfred J. McCosker, WOR; Edward N. Nockels, WCFL; Mr. Runyon, and Frank M. Russell, NBC, industry members; Mr. Farnsworth, Harry Shaw, WMT, and Eddie Dowling, actor, government members, and Marian H. Hedges, representing broadcast technicians.

WHERE'S EDDIE?
Dowling Quits Code Authority
But Not in Writing

MYSTERY surrounds the status of Eddie Dowling, Broadway actor recently appointed a member of the Code Authority for the broadcasting industry. It seems he indignantly "resigned" from that board at its meeting in Washington March 3, but his action was verbal. The Code Authority felt it was not competent to accept and Mr. Dowling was informed he might submit it in writing to NRA, which made the appointment. He left the capital and hasn't been heard from since. His "resignation," it develops, was offered because he had "no voice" in the actions of the Code Authority. If he really has resigned, Chairman Sykes of the Radio Commission may be named as his successor.

Quality Hookup Revived

A REVIVAL of the Quality Group of metropolitan high power stations was signaled by the signing this month of Lehn & Fink Products Co., New York (Pebeco toothpaste) for a Friday, 9-9:30 p. m., program keyed from WOR, Newark, to a special hookup embracing also WGN, Chicago, and WLW, Cincinnati. Program features Will Osborne's orchestra with Radie Harris interviewing movie stars. Lennen & Mitchell, New York, handles the account.

Summer Drink Campaign

DR. PEPPER Co., Dallas (Dr. Pepper soft drink) early in May starts a series of 78 one-minute announcements in a summer campaign over a selected list of stations in areas where the company has distribution. Announcements will be transcribed on disks being produced by the Hollywood studios of Radio Transcription Co. of America. Tracy-Locke-Dawson, Inc., Dallas, handles the account.

NBC Enters Disk Field as Recorder Of Spot Programs

Network to Furnish Talent And Place Accounts

ENTRY of NBC into the transcription field, under which it will provide service that includes programming, recording and placing of business for semi-national, spot and sectional advertising, is announced to begin April 2 by Richard C. Patterson, Jr., NBC executive vice president. He made the following statement:

"Since its foundation in 1926, the National Broadcasting Company has served national advertisers. The establishment of the NBC Local Service Bureau in 1932, acting as representative for stations under NBC management, marked the beginning of coordinated NBC service for local and sectional advertisers. After nearly three years of experimentation and study, we are now instituting complete transcription facilities which round out this service, and permit the extension of NBC spot broadcasting operations through associated NBC stations.

Need for Spot Service

"IT IS RECOGNIZED that many advertisers, strongly established in certain sections of the country, and who desire to use broadcast advertising, are nevertheless not in a position to utilize complete networks. However, they demand programs of a quality commensurate with network programs. The NBC Electrical Transcription Service now makes program talent of network calibre available for local and sectional use, and applies the experience and knowledge of the NBC Program Department to the building of recorded programs.

"By supplementing NBC coast-to-coast service with high quality transcription programs, it is felt that a material contribution will be made toward the improvement of associated stations' programs, thus increasing the value of these stations in their respective territories.

"NBC Electrical Transcription Service will be made available to advertisers through the NBC Local Service Bureau."

Fills Out Network

THE TRANSCRIPTION service will be in conjunction with its Local Service Bureau, created two years ago for placement of spot business on the 15 NBC owned and operated stations. Under the plan, facilities will be provided for the recording of programs produced in NBC studios with the network's usual facilities and with talent booked by its Artists Service. Thus, it is pointed out, sponsors will be enabled to round out network campaigns with spot broadcasts in cities not included in the network and not in a position to be added to the network except at prohibitive cost. It also simplifies the sponsor's handling of radio business, according to NBC.

The new departure is of significance also in view of NBC's previous opposition to having live

(*Continued on page 45*)

Broadcasters Attack Dill Radio Proposals

Senate Hearings on Radio Phase of Communications Bill End; Sykes Raps Davis Amendment; Bellows Heads Fight

WITH EXPEDITIOUS action the keynote, the Senate Interstate Commerce Committee completed the broadcasting phase of its public hearings on the Dill bill (S. 2910) for the creation of a Federal Communications Commission March 9, confidently expecting to have the measure before the Senate early next month.

Bearing out predictions made immediately after the bill was introduced last month, new broadcasting provisions of the measure were sharply criticized in behalf of the broadcasting industry and, in some instances, by the Radio Commission itself. The result was that a conciliatory attitude was taken by committee members, notably Chairman Dill (D.), of Washington, author of the measure, and it seemed apparent that most, if not all, of the amendments would be deleted or altered so as to minimize opposition.

Cites Presidential Wishes

BROADCASTING industry opposition, led by Henry A. Bellows, former Radio Commissioner and now vice president of CBS, was based principally on the ground that the radio section of the Dill bill is in direct conflict with the suggestion of President Roosevelt, in his special message to Congress last month, that the measure be uncontroversial. Mr. Bellows appeared as chairman of the legislative committee of the NAB. He suggested that the whole radio section of the Dill bill be stricken out and that the provision of the Rayburn bill, which would simply abolish the Radio Commission and transfer its functions to the new agency, together with the Radio Act of 1927, as now written, be substituted.

Through Chairman Sykes the Radio Commission informed the committee that it endorsed the proposal for a Communications Commission. The high-spot of Judge Sykes' testimony was a clear-cut recommendation that the Davis equalization amendment to the Radio Act of 1927, out of which most of the quota and allocation evils have grown, be eliminated and that a return to the old law with equitable distribution left to the judgment of the Commisison be effected. While individual members repeatedly have attacked the Davis Amendment, it was the first time that the Commission as a unit has made such a legislative recommendation.

Commission by Summer

IN THE LIGHT of the reaction of committee members, as well the expressed wishes of the President for prompt action, it is thought probable that the measure will be passed by Congress before adjournment this spring and that the new agency will be functioning possibly by summer. Elimination of the new radio provisions proposed by Senator Dill will terminate the opposition of the broadcasters, and, presumably, will satisfy the Radio Commission.

Much fault with the public utility communications phases of the bill, however, was found by certain of the communications companies, and may tend to block speedy enactment. Walter Gifford, president of American Telephone & Telegraph Co., began his testimony before the committee March 13, with Sosthenes Behn, president of International Telephone and Telegraph Corp., and R. B. White, president of Western Union, expected to follow him on the stand. David Sarnoff, RCA president, was expected to testify, although he was not definitely scheduled.

Judge Sykes, who doubtless will be a member of the new Commission, if not chairman, read a prepared statement in which he enumerated suggested amendments to the Dill measure. He opposed the provision under which Congress would legislate for the breakdown of clear channels by prescribing a 2,200-mile separation for doubling up, with the additional stations not charged to quota. Similarly, he opposed the indiscriminate licensing of 250-watt stations without charging them to quota.

Executive Session Seen

CHAIRMAN DILL indicated that the committee would want to question the Commission further on radio phases of the measure in executive session and would probably call upon Chairman Sykes and George B. Porter, acting general counsel. Senator White (R.), of Maine, who was instrumental in the drafting of the Radio Act of 1927 when chairman of the House Merchant Marine Committee, indicated his oppostion to the Dill amendments and said he would go into detailed discussion of them, probably in executive session.

Urges Broadcast Division

READING from a prepared statement based on the Commission's analysis of the bill, Judge Sykes first recommended a revision of the jurisdiction of the three divisions as proposed in the Dill bill. The measure would create a Commission of seven members which would take over all of the functions now vested in the Radio Commission, Interstate Commerce Commission and other agencies dealing with radio, cables and telegraph. The chairman would be a general member, but the three divisions—radio, telephone and telegraph—would be presided over by two commissioners, one of whom would be a vice chairman.

Judge Sykes suggested that the radio division be called the Radio Broadcast Division and that its jurisdiction be restricted to broadcasting and amateur service. The Dill bill added mobile services. He suggested parallel changes in the scope of the two other divisions.

"It is believed," Judge Sykes said, "that this allocation of jurisdiction will result in a better coordination of related radio and wire services. Broadcasting is in itself an important subject and not related to the mobile services. The mobile services, however, are closely related to the radio services both telegraph and telephone."

Whereas the Dill bill prescribes that each division of the proposed Commission shall have particular jurisdiction and that the whole Commission shall have jurisdiction over all matters which do not fall within the jurisdiction of one or more divisions, Judge Sykes recommended one important addition. He proposed that the full Commission handle the assignment of frequencies or bands of frequencies to the various radio services, rather than let such allocations rest with any single division. "All radio services," he said in explanation, "must use a common medium and the type of service is not necessarily the criterion of interference. This change will avoid conflicts of jurisdiction between divisions."

Control of Wire Charges

NONE of the testimony thus far has touched on one section of the bill which is of vast importance to the broadcasting industry, and may have the ultimate far-reaching effect of reducing time costs to advertisers. This section provides that the full Commission shall handle the "regulation of charges made for the use of telephone wires in connection with broadcasting." Judge Sykes skipped over this provision, thus implying the Radio Commission's approval.

Reaching the section of the proposed bill which would continue the Davis amendment, Judge Sykes recommended its deletion and proposed that the following language be substituted:

> In considering applications for licenses, or modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such a distribution of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide an equitable distribution of radio service to each of the same.

In explanation, Judge Sykes said: "With slight changes, this is Section 9 of the Radio Act of 1927 prior to its amendment. Developments during the past few years have made it possible to accurately measure radio broadcast service.

Contrary to Natural Laws

"THE PROVISION of the bill which contains the Davis Amendment to the original Section 9 of the Radio Act of 1927 is contrary to natural laws and results in concentration of the use of frequencies in centers of population and a restriction of facilities in sparsely populated states, even though interferences would permit the operation of one or more additional stations. Because of the size of the zones this distribution results in providing ample broadcasting service in small zones and lack of service in large zones. Experience has provided that the section as proposed is very difficult of adminis-

(*Continued on page 22*)

"After all, Mr. McDermott, this is a cigarette hour!"

Reprinted from the Chicago Herald & Examiner

Independent News Units Form As Press-Radio Bureau Expands

Continental Syndicate Opened with Yankee Network As Nucleus; Press-Radio Bureau to Cut Tolls

AFTER a fortnight of operation of the Press-Radio Bureau, created as a result of press association-network negotiations, developments came thick and fast as many independent stations sought to establish their own spot news contacts to supplant former arrangements with local newspapers.

Formation of a second general news-gathering organization to supply news to radio stations, was announced in Washington March 13, after negotiations with independent stations. Called the Continental Radio News Service, Inc., with headquarters in Washington, it has already contracted with the Yankee Network for exclusive news coverage in New England, and will tie into the news bureau created by that chain. Headed by Harry R. Daniel, veteran newspaper executive, the project is in no way identified with the organization launched by west coast stations, to be incorporated as the Radio News Association and said to be serving some 35 stations.

Meanwhile, the Press-Radio Bureau reported it was making good headway and that the vast majority of the 125 stations (largely network outlets) broadcasting its two 5-minute news periods, are well satisfied. Plans are under way, it is learned, to alter the "program" under which this bureau is operating to afford faster service to stations, and it is likely that a separate bureau will be set up at once in San Francisco to serve stations west of Denver.

High Overhead Tolls

NEWSPAPER interests which fostered the Press-Radio Bureau are optimistic, and predict that it will be entirely successful. The greatest barrier, it is learned, has been high overhead tolls to stations remote from New York. It is for that reason that a committee of five Pacific coast publishers has been formed by Roy W. Howard, president of the Scripps-Howard Alliance and chairman of the United Press, to devise plans for setting up a San Francisco bureau. This bureau would operate independently of the central New York bureau, culling its news from the three press association reports, but stressing the coast point of view in the bulletins. Mr. Howard acted for E. H. Harris, of Richmond, Ind., chairman of the Publishers National Radio Committee, in planning the new bureau.

It is emphasized that the Press-Radio "program" is simply a program, and progressively will be altered to improve service to stations. It is conceivable, under the plan, that bureaus also will be established in Boston, Chicago and New Orleans to make for expeditious handling of the news and to reduce overhead telegraphic tolls to subscribing stations.

From quarters close to the press association and newspaper groups it is indicated that they are checking closely on what they choose to call "bootleg" news" organizations created to supply news to stations. The old fashioned method of planting "phoney" news stories is being resorted to, according to these reports, in an effort to support legal action. Moreover, it was said that injunction suits are "in the hands of counsel" in more than one such case.

Continental Laying Plans

CONTINENTAL Radio News Service announced it would offer its report to stations at rates based on power plus coverage plus population. In addition to the Yankee Network, it said a number of other stations have subscribed to the service, but they were not identified for the time being. John Shepard, III, president of the Yankee Network, who has evinced lively interest in the radio-news controversy, and who was the first to establish an independent service in his own territory when the "program" became effective, spent several days in Washington investigating the organization before contracting for New England rights.

The formal announcement by Mr. Daniel said the service will maintain its own staff in Washington, New York and Chicago, and began operations March 12. Since Feb. 1, Mr. Daniel has been supplying some two-score stations with "The Washington Column of the Air," an overnight script service giving a resume of Washington news and features.

Service will be provided by overhead telegraph and teletype, Mr. Daniel declared, and while definite schedules have not yet been worked out, it is likely that reports will be filed for broadcasts at noon, 5:30 p. m. and 10:30 p. m. The plan is to file copy sufficient for 15-minute broadcasts, as against the twice daily 5-minute unsponsored periods, now offered by Press-Radio Bureau.

"The service," said Mr. Daniel, "is ready to contract with stations and issue its franchise to them and to begin furnishing the news service immediately. In addition to the staff maintained by the service, its contracts will obligate those who use the service to act as correspondents on important happenings and covering big news stories on assignment."

Former Managing Editor

MR. DANIEL began his news work as a cub reporter in Chicago, where he worked up through all desks to managing editor of the old INTER-OCEAN, which position he held until it was consolidated with another Chicago paper. He became public relations counsel for several financial houses in New York, and for a year and a half appeared on CBS with H. V. Kaltenborn under the title "The Financial Editor of the Air." Last summer he joined NRA in its publicity department and was assigned to the writing of script for the daily 5-minute broadcasts on high spots of government news.

Meanwhile the radio news organization which had its inception with KFI and KNX, Los Angeles, is said to be progressing along predetermined lines, with more than a score of independent stations subscribing to its service and collaborating in the interchange of news collected locally and distributed by teletype. Sponsors of the organization met in Chicago March 5 and 6 with representatives of about 30 stations in an effort to organize definitely. Held behind closed doors, the sessions were presided over jointly by Stanley Hubbard, general manager of KSTP, St. Paul, and Guy Earl, operator of KNX, Los Angeles.

Plans Big Bureau Setup

THE PLAN of operation, it is understood, is to have bureaus in New York, Chicago, Boston, Washington, St. Paul and Los Angeles, with "string correspondents" in other cities who would be paid on a "per story" basis. Affiliated stations are being relied upon for local news coverage, and arrangements for foreign news have been made with certain European news agencies. News is being offered either for commercial or sustaining broadcasts. In addition to three regular news periods daily, a 24-hour flash service, sent telegraphically, is provided.

Although the organization had not been perfected as BROADCASTING went to press, the cooperative collection and distribution of news began March 1, coincident with the institution of Press-Radio Bureau service, at which time newspapers were to have terminated their previous news arrangements with stations for national news flashes.

The Yankee Network news service, headed by Richard D. Grant, reports that its service has been eminently successful during its first two weeks of operation.

Press Bureau Improving

HOW MANY independent stations, aside from those accepting the network 5-minute flashes, are individually subscribing to the Press Radio Bureau service, has not been definitely ascertained. Whereas

(*Continued on page 46*)

F. D.'s Radio Record

WITH 26 addresses carried by NBC and 25 by CBS, President Roosevelt eclipsed all previous records for presidential microphone appearances during his first year in office, which ended March 4. He began his second year by addressing the nation over the combined network facilities March 5 in opening the group meeting of NRA code authorities. The chief executive, regarded as an "ideal" radio speaker, addressed the radio audience on an average of once each fortnight during his first year in office. President Hoover made 13 radio addresses during his first year and President Coolidge delivered only 37 addresses via the ether during his entire seven years in office.

"NEWS WHILE IT IS NEWS"

Yankee Network Sets Up Own 24-Hour Service; Superior Coverage of Events Claimed

By ROBERT DONAHUE

The Yankee Network

"NEWS WHILE It Is News" is the promise of the Yankee Network News Service to the radio listeners of New England, and carrying out that promise keeps the news rooms of the service in a turmoil of activity most of the 24 hours of the day.

Editor-in-Chief Dick Grant has under him a staff of desk men and editors taking telephoned stories from reporters stationed at the principal news sources of the city, and caring for a battery of teletype machines fed by correspondents and news services throughout New England, the nation, and abroad. The service is a 24-hour a day proposition.

The first broadcast of the day is at 7:15 a. m., and the final edition is on the air from 11 to 11:30 p. m. Altogether, there are four periods a day on WNAC and four on WAAB, with two additional periods for network stations with other commercial commitments at hours when the Boston broadcasts are given. Network broadcasts are at 8 a. m., 1:30, 6, and 11 p. m. The broadcasts are open to commercial sponsorship through a limited number of participations on each period, and the first sponsor went on the air before the service was a week old.

The Yankee Network is the only radio organization in New England with its own news-gathering force, and at the time of this writing is furnishing the only broadcasts of up-to-the-minute news.

Public dissatisfaction with the termination of broadcasts by local newspapers, and approval of the step taken by John Shepard, III, in forming the News Service, has shown clearly that New Englanders like and demand their news broadcasts.

Results of Protests

RADIO STATIONS and newspaper offices alike were deluged with protests when it was announced that the daily papers were forced to discontinue their broadcasts because of the radio-press agreement. Similarly, the inauguration of the Yankee Network News Service has brought a flood of congratulatory letters and telephone messages to the network offices. Listeners were indignant that an attempt was being made to deprive them of the news flashes to which they had become accustomed and outspoken in praise of the forward step being taken by the network in continuing this service.

As a matter of fact, the first week's operation of the News Service demonstrated the superiority of radio in the rapidity with which news developments can be brought before the public. Up-to-the-minute news is put on each broadcast, instead of being kept off the air until it is printed in a newspaper,

(*Continued on page 34*)

How 'The March of Time' Sells Typewriters

By S. H. ENSINGER
Advertising Manager, Remington-Rand, Inc., Buffalo, N. Y.

Despite Remington-Rand's Debut on Friday, 13th, Sales Grow; Field Men Now Find Access to Prospects Easier

PROBABLY no commercial program had a larger audience waiting for its return than did "The March of Time" when Remington-Rand brought it back to the air last fall. Yet, the sponsors were frankly skeptical of its results in dollar and cents because of the limited appeal of their products—office equipment. Now, though sales can only occasionally be traced directly to the radio program, salesmen report that selling is made much easier, doors are more often open because of the widespread interest in the foremost dramatic news broadcasts.

Mr. Ensinger

REMINGTON-RAND, Inc., embarked on its first institutional radio program of national scope on Friday, the 13th of October, last year.

Any doubts which existed as to its success were not associated with Friday the 13th, however. Such skepticism as existed would have appeared anyway.

"The March of Time," already a smash hit on the air, was selected and the broadcasts were scheduled for 30 minutes each Friday evening over 32 stations of the CBS.

Impressive Record

"THE MARCH of Time" first went on the air March 6, 1931, as a feaure sponsored by TIME magazine, which now furnishes and edits the material for each broadcast in exchange for a credit announcement. After an intermission of several months, in which demands grew for the program to return to the air, the dramatic news feature returned, first as a sustaining program and then under TIME sponsorship.

Finally, however, TIME stopped the program again on the ground that its magazine advertising had reached such proportions that the radio advertising was unnecessary. It was then, some months later, that Remington-Rand decided to revive the tremendously popular broadcasts.

"Frankly, I do not know whether this form of advertising will be productive, whether we can afford it," said C. F. Price, vice president and chairman of the general sales committee, at the time the program started. "I am anxious that we leave nothing undone to make the program successful, so that we may know definitely that radio will help us, or that it will not do the job."

Salesmen Note Difference

WITH each succeeding broadcast, the value of this program was driven home more forcefully to the salesman in branch territories. "The March of Time" was meeting the test in the field—the place where it must stand or fall. Salesmen found that association of Remington-Rand with this greatest of dramatic news programs was making interviews more interesting and therefore more productive, and that it provided a topic of common interest for discussion and that doors which formerly had remained closed were opened.

Before five broadcasts had been concluded, "The March of Time" was well entrenched in the ranks of Remington-Rand salesmen. It was doing the job that James H. Rand, Jr., president of Remington-Rand, had anticipated when he signed the original contract for a series of 13 weeks on the air. Already, it was practically settled that a second contract beginning Jan. 12 would be not only advisable but essential. The contract has since been signed and "The March of Time" is booked until April 6.

Branches Ask for Program

ONCE the program was established under Remington-Rand sponsorship, the advertising department received numerous requests from local offices asking that their territories be included in the primary areas of the stations broadcasting the program. Dozens of cities made insistent appeals that their local stations be added to the hook-up. These requests again told the story of the program's popularity.

"The March of Time," however, is a definite and helpful factor in perhaps all but a half dozen of the company's 200 branch offices located from coast to coast. And more than this, since Remington-Rand is a world-wide organization, broadcast of the program by short wave has brought response from many foreign countries.

Remington-Rand's dealer organization is largely in the typewriter field, and is being carried forward on this same tide of institutional advertising and the building of good will that is helping the sales representatives of Remington-Rand. Certainly all dealers are interested in a weekly program which keeps the well known name of Remington before the public. Some are most enthusiastic and many dealer sales of our products are directly traceable to "The March of Time" program.

As was anticipated from the start by the sales executives of the company, the task of attributing all sales originated by the radio program directly to this source, is an impossible task—due to the nature of the products and the many factors which influence their sale. But stories about contacts made and sales closed due specifically to "The March of Time" are volunteered daily by the salesmen themselves.

The following reports from 16 cities are examples of this enthusiasm as well as of an unexpectedly large number of actual sales which could clearly be traced directly to the radio broadcasts:

Ft. Wayne—In talking with a bank official, our topic was almost entirely "The March of Time," but I closed an order on the first call for signature cards and a large Kardex cabinet.

Cedar Rapids—"The March of Time" broadcast of Nov. 3 has brought us a very definite prospect for safe-cabinet. It is the smartest piece of advertising we could possibly put out.

Portland, Ore.—Not only has "The March of Time" brought about a more receptive attitude on the part of our clients, but it has stimulated morale in our own sales organization. The broadcast starts here at 5:30 p. m. and we have a radio set in the office to hear it before we go home.

Detroit—We have several adding machine prospects and one bookkeeping machine prospect from

(*Continued on page 42*)

TIME MARCHES ON—A typical scene from the "March of Time" showing the cast in action. Seated in the foreground is Don Stouffer, director. Harry Vonzell, announcer, is shown at the mike in front as the "Voice of Time."

Storer Named Head of WMCA As Step in New Network Plan

Detroit Promoter Buys Federal Stock Control; Chain Operation Forecast by This Fall

IN LINE with plans for creating a new network covering major markets, George B. Storer, Detroit broadcasting executive, on March 7 became president and majority stockholder of Federal Broadcasting Corp., operating WMCA, New York, under lease. John T. Adams, whom Mr. Storer succeeds, becomes vice president.

Mr. Storer informed BROADCASTING he is not yet prepared to discuss his network plans, and for the present intends to devote his attention to realignment of the operating organization of WMCA. He is the principal owner of CKLW, Detroit-Windsor; WSPD, Toledo; and WWVA, Wheeling. Preliminary negotiations during the last few months for the major-market network, however, have included about a dozen independent stations not associated with the Storer group.

Mr. Storer

New Stock is Bought

THE NEW arrangement culminated negotiations which began last December with the objective of establishing a new chain with WMCA as the New York key. The proposition under which Mr. Storer was enabled to purchase stock in Federal, however, developed only a fortnight ago. It was effected through issuance of additional stock with original Federal stockholders having the option to buy in the new issue in equal amounts. Mr. Storer, however, procured enough of the stock to win election to the presidency.

It is understood that Federal, of which former Gov. Alfred E. Smith, of New York, is chairman of the board, hopes to have its network in operation by this fall. WMCA has been feeding programs on intermittent schedule to several independent stations in New England and to the recently-formed General Broadcasting System operating between New York and Washington. This service, it is understood, will be terminated.

Leased by Knickerbocker

FEDERAL Broadcasting Corp. acquired the commercial and program rights of WMCA last August from Knickerbocker Broadcasting Co., of which Donald Flamm is president. The arrangement was for five years at $155,000 a year, with additional reimbursement to Knickerbocker for purely technical maintenance of the transmitter.

In addition to Gov. Smith and Mr. Adams, 10 young men prominent in New York financial, industrial and social circles became officers and directors of Federal through purchase of stock in the corporation. The station operates on 570 kc. with 500 watts.

Mr. Adams, who left New York March 7 for a two week vacation in Florida, is under contract to Federal as well as a stockholder. He was elected vice president with Mr. Storer's entry into Federal.

In addition to his duties as president of the Corporation, Gov. Smith announced in a formal statement following the meeting that Mr. Storer will serve also as a member of the board of directors and the executive committee of Federal. He announced also that Mr. Adams will continue as an executive of the station. No other changes in executive personnel were announced.

By virtue of the new stock issue, Allan A. Ryan, Jr. and John Hay Whitney, of New York, acquired additional interests in the corporation and were active in bringing Mr. Storer to New York, the announcement said. In addition to those already mentioned, other directors of the corporation are Howard G. Cushing, Walter S. Mack, Jr., A. Newbold Morris, Robert H. Thayer, Talbot O. Freeman, Paul H. Nitze, James K. Norris, and Bethuel M. Webster, Jr.

Lucky Strike to Follow Metropolitan to Boston

SPONSORSHIP of the Metropolitan Opera Company's Saturday matinees by the American Tobacco Co. (Lucky Strikes) will be continued at least one week beyond the company's New York season, which ends March 31. There is a two-week season in Boston, beginning April 2, and on April 7 the Boston matinee performance will be broadcast. Whether or not that of April 14 will also be carried is not yet certain. Metropolitan also has other engagements after the close of the Boston season, but it is not likely that the sponsors will follow them.

After the opera broadcasts, Lucky Strike expects to be on the air with an evening variety program, the duration not yet determined, probably with Al Goodman's orchestra. The Pickens Sisters and Robert Simmons also have been auditioned. While there is virtually no time available at present on either of the NBC networks, expiration of present contracts will put time at Lucky's disposal in April.

WATR are the call letters assigned the new 100 watt station at Waterbury, Conn., licensed to Harold Thomas. The station is on 1190 kc., operating daytime only.

Five Accounts Carried Over Three Station Net Of Texas Quality Group

TEXAS Quality Group, inaugurated Jan. 1, last, is now carrying five national and regional accounts over its hookup of three NBC-affiliated stations: WFAA-WBAP, Dallas-Ft. Worth; WOAI, San Antonio, and KPRC, Houston. Keyed from WFAA, and testing for possible later expansion on a national scale, is the program of the Boyer Chemical Laboratory Co., Chicago (Boyer cosmetics), a Sunday afternoon 15-minute program of dramatic sketches titled "Real Life Dramas," placed for 13 weeks by Frederick & Mitchell, Chicago.

Keyed from WBAP is the "Light Crust Doughboys," sponsored by Burrus Milling Co., Ft. Worth (Light Crust Flour), daily except Sundays, 12:30-12:45 p. m., CST, placed direct. WBAP also originates "Chuck Wagon Gang," vocal and instrumental group, sponsored by Bewley Mills, Inc., Ft. Worth, daily except Sundays, 1-1:15 p. m., CST, direct.

Gebhart Chili Powder Co., San Antonio (canned Mexican foods and chili powder), for the last eight years a sponsor of various programs on WOAI, on Feb. 19 started the "Supper Club of the Air," fed from that station to the Texas Network, Mondays, 9:30-10 p. m., CST, placed by Tracy-Locke-Dawson, Dallas. From WFAA the Southwestern Drug Co., Dallas (Red Arrow brand medicines) sponsors "Josh Lee, Sage of the Southwest" on the Texas Quality Group, Tuesdays and Thursdays, 6:30-6:45 p. m., CST, direct.

Cosmetics Firm Records Net Program for Spots

HOUSE OF SEAGAR, Hollywood (Dawn of Hollywood cosmetics), which on Feb. 20 started a 26-week series of programs on 5 NBC-KGO stations, Tuesdays, 9:30-10 p. m., PST, after the third performances began transcribing the network shows for spot placement on various stations in areas where the company now has and later will have distribution. Program is titled "Song of Araby," with original music by Weyert Moore, formerly of the Cleveland Symphony, and script by Bernard McConville, motion picture writer. It is now being produced and carried to the network at the RCA Victor Co. studios in Hollywood, where it will also be recorded for a similar series of 30-minute transcriptions. Account is handled by the John W. Hunt Co., Los Angeles.

Cadillac Extends Series

CADILLAC MOTOR Co., Detroit (Cadillac and LaSalle), whose 13-week Cadillac Concert series with noted conductors and symphonies on an NBC-WJZ network Sunday evenings, 6-7 p. m., EST, is scheduled to terminate March 17, will extend the concerts to include four additional broadcasts, Lawrence P. Fisher, Cadillac president, announced March 2. The series will continue until April 8, due to the "enormously grateful" response of the audience, Mr. Fisher stated.

Big Name Shifting Held Trade Harm

Agency Head Notes Confusion From Artist Changes

By CHARLES PRESBREY,
President, Frank Presbrey Co., New York

Mr. Presbrey

THE PRACTICE of shifting big-name radio artists from one sponsored program to another is unquestionably depriving individual radio campaigns of their proper commercial value, after 26 or 39 weeks on the air, a radio performer has built a tremendous following—a large percentage of which will listen regularly when said artist appears again under new sponsorship.

But, what happens when this big radio name takes the air for a different sponsor, with absolutely no change in production? If, as psychologists agree, radio is listened to more or less subconsciously, it stands to reason that the new sponsor is not getting a full measure of product consciousness on the part of his radio audience.

In other words, what percentage of listeners can tell in one guess the present sponsor of a radio artist who previously appeared on a different program? A current survey now being conducted proves conclusively that a great deal of confusion exists among the radio audience as to who is at present sponsoring whom. The solution to this problem unquestionably calls for stricter attention to the frame of the radio program. Entirely different productions must be built around established radio artists who have recently been sponsored by other advertisers, if the current sponsor hopes to get a maximum of value from his talent investment.

The ideal radio program is one that serves as the advertiser's trademark of the air. This does not necessarily mean an overabundance of commercialism on the program. It is merely a matter of distinctive method of presentation, entirely dissimilar from that of the established artist's previous program format.

Edward Petry and Co. Signs WJR and WGAR

WJR, Detroit, and WGAR, Cleveland, have signed with Edward Petry and Company for exclusive national representation. The contract was signed at a meeting in Detroit of Leo J. Fitzpatrick, vice president and general manager of WJR; Lewis Allen Weiss, assistant general manager of WJR; John Patt, manager of WGAR; and E. E. Voynow, vice president and manager of the Chicago office of Petry and Company.

TALENT unknown to radio audiences will be given tryouts each Friday afternoon in a new NBC-WEAF series entitled "Airbreaks." Only professional talent will be used, however.

Early Passage of Copeland Bill Seen

Few Revisions Are Expected in Food-Drugs Legislation; NAB Brief High Point of Attack at Hearings

FAVORABLE Senate action on the administration-sponsored Copeland food, drugs and cosmetics bill by April 15, with only a few additional committee amendments, is predicted by Senator Copeland (D.), of New York, sponsor of the highly-agitated legislation.

In an interview with BROADCASTING March 9 the Senator said the much-revised measure probably will be considered finally by the Senate Commerce Committee at its next meeting March 15, and that a prompt report to the Senate would probably follow. Despite determined opposition to the bill even in its present form after three revisions, as expressed before the committee at hearings Feb. 27, 28 and March 1, 2 and 3. Senator Copeland said there would be only "slight changes" prior to committee approval.

No House Hearings

SENATOR COPELAND said there was no doubt in his mind that the measure would become law prior to adjournment of this session of Congress, the deadline for which has been placed by Congressional leaders as May 15. He said there appears to be no necessity for House hearings and that if consideration lags in either body, President Roosevelt may step in to expedite passage, since he has already given his endorsement to the pending measure (S. 2800).

Asked particularly concerning the advertising provisions of the measure, variously described as discriminatory. too broad, too stringent, ambiguous and confiscatory, Senator Copeland said it was not his intention to alter them one mite. Whether other committee members will force such changes, however, remains to be seen.

Advertising media admit that the pending bill, by and large, is plausible although not entirely acceptable. That it is vastly superior to its forerunner, the original Tugwell bill, which would have created a veritable dictatorship over the sale and advertising of these important commodity groups, is conceded by advertising media, although certain manufacturing groups, such as those in the drug and proprietary lines, are determined to fight the measure to the end.

Bellows Notes Objections

THESE latter groups, for the most part, are supporting the McCarran-Jenckes bill, introduced Feb. 14, but now appear to be waging a futile battle, in view of the administration endorsement of the thrice-rewritten Tugwell-Copeland measure. In addition to these two bills, four others on the same subject are pending before the two houses, but for the same reason are considered more or less dormant.

In behalf of the broadcasting industry, Henry A. Bellows, CBS vice president and chairman of the NAB legislative committee, submitted to the Senate Commerce Committee a brief taking exception to several provisions of the revised Copeland measure. These were reported in the March 1 issue of BROADCASTING. One new provision, however, hidden away in the so-called "dealer" portion of the measure, brought a vociferous protest from the NAB chairman, since it appeared to be a definite and deliberate discrimination against radio as an advertising medium.

This clause reads as follows:

> No retail dealer shall be prosecuted under this section for the dissemination, other than by radio broadcast, of any advertisement offering for sale at his place of business any product which is not distributed or sold in interstate commerce.

Copeland Explains

ASKED concerning this, Senator Copeland said it had been misconstrued by the NAB. The intention, he said, simply is to protect small newspapers carrying advertising of local manufacturers who are engaged purely in intrastate business, while the newspaper itself might have interstate circulation. He said there is no legitimate product which cannot be advertised over the air in the same fashion that it is advertised in periodicals, but this provision was incorporated specifically to protect small local newspapers under the particular circumstances he described.

Although informed that the provision might be misinterpreted by the administering agency and prove a serious detriment to the broadcasting industry, Senator Copeland said he could not see how such a contingency might develop. He added that he had no intention of altering it.

In his brief, Mr. Bellows said that apparently the sole purpose of the clause "is to discriminate among advertising media, and to say to the retail dealer that he may safely use the United States mail or any other medium with the single exception of radio broadcasting.

Bellows Sees Discrimination

HE CONTINUED: "If the commodity offered for sale is actually not 'distributed or sold in interstate commerce,' why should the retail dealer be warned by act of Congress against the use of radio broadcasting whereas the United States mails are left open to him? If the commodity is distributed or sold in interstate commerce, the provisions of Section 17, paragraph (a) (5) immediately apply. Otherwise the situation is fully covered by the provisions of Section 17, paragraph (a) (4).

"This deliberate and, in view of the language of the two sub-paragraphs just cited, absolutely uncalled-for attempt to discriminate against radio broadcasting as an advertising medium marks a new departure in the field of federal legislation. The Congress might with equal logic declare an advertiser criminally liable for false advertising in a periodical but guiltless if he inserts the same copy in a newspaper. The principle underlying such discrimination, which is in effect a deliberate effort to dictate to advertisers what media they shall use, is so utterly foreign to all established legislation that it is not surprising that this sentence was not introduced in time to be subject to scrutiny at the hearing on the earliest draft of the bill.

"In common fairness, and still more in maintenance of the principle that it is not a function of federal legislation to tell advertisers what media they shall or shall not use, it is urgently requested that this recently added sentence be stricken out."

Hits Advertising Definition

MR. BELLOWS also lodged objections against the definition of advertising, calling it "manifestly absurd" because it is too broad and all-inclusive; against the definition of a 'palliative'; against provisions relating to self-medication, and against hearing and penal provisions. Like most other witnesses representing advertising media, he said the bill was a material improvement over its predecessors, but that it contains many provisions, in addition to those enumerated, which appear to be open to criticism. Because these do not directly affect broadcasting, he added, they were not specified in the brief.

During its five-day hearing, the committee heard more than a score of witnesses and was deluged with briefs. Support for the measure came from women's organizations, college professors and groups claiming to represent consumers. The opposition was from the numerous industries which would be affected by the proposed legislation.

Most vigorous opposition came from Charles Wesley Dunn, New York attorney representing the Associated Grocery Manufacturers of America, Inc., and the American Pharmaceutical Manufacturers Association, who supported the McCarran-Jenckes bill, which he was instrumental in drafting. On advertising, he said the Copeland measure discriminates against billboard, car and bus advertisements because it does not exempt them from prosecution under the act as are publishers, agencies and radio stations. He compared the two bills, claiming the apparently doomed McCarran-Jenckes measure affords protection for the advertiser and the medium all down the line, whereas the Copeland measure does not.

Plea for "Trade Puffing"

THERE is no provision in S. 2800 to protect "trade puffing," Mr. Dunn asserted, pointing out it is the common practice "of prideful boasting and harmless exaggeration in trade recognized at common law and under the Federal Trade Commission Act." Unless such a protection is inserted in the bill, he declared, it will make "trade puffing" unlawful and subject to a drastic fine or imprisonment.

Among other things Mr. Dunn deprecated the failure to include a provision for an administrative board of review to which the advertiser may appeal from an administrative decision that an advertisement is false on what he considers unreasonable and unwarranted grounds. He said:

"Because of the broad application of the definition of false advertising in Senate 2800, when it is literally read; because of absence of a reasonable provision in it protecting 'trade puffing'; and because of its failure to include a provision for an administrative board of review, there can be no doubt that this bill may be used to

(*Continued on page 20*)

KATE A-SLEIGHING GOES—When Kate Smith played Minneapolis recently, the staff of WCCO asked her what they could do to entertain her. Hailing from temperate Washington, D. C., the radio crooner said she preferred an old-fashioned sleigh-ride to anything else. Here is the sleighing party starting. Seated, left to right, are Earl H. Gammons, WCCO manager; Kate, Ted Collins, her manager, Mrs. Collins and friends. K. W. Husted, WCCO assistant manager, is directly behind Mr. Gammons.

1933 Receiver Sales Gain 45%; Now 17,950,000 Radio Homes

Largest Increase is Shown in Automobile Sets; Analyses of Set Distribution Promised

MORE DETAILED and accurate analyses of the number and distribution of radio sets owned in the United States are being compiled by CBS and the McGraw-Hill publication RADIO RETAILING, jointly, and a breakdown of the total number of newly radio-equipped homes, by states, as of Jan. 1, 1934, will be available shortly.

These analyses, like the recent study of the total number of homes equipped, will be based on the tabulation of new sets sold, less the number which, according to dealers and distributors, are sold as replacements, or as extra sets in homes already having one radio. The data were obtained from the confidential reports of manufacturers, and from 1,100 dealers and distributors in all the 48 states. In previous tabulations of this kind, 783 dealers were cooperating, so that the new figures, obtained from a larger number of sources, will reflect considerably greater accuracy.

Increase of 45 Per Cent

ACCORDING to RADIO RETAILING's figures, the total number of radio-equipped homes of Jan. 1, 1934, is tentatively fixed at 17,950,000.

Sales of radio sets in 1933 were greater than 1932 sales in both number and dollar volume. According to RADIO RETAILING, a total of 3,806,000 sets, at an estimated retail value of $130,800,000 were sold last year. This represents an increase of 1,186,000 sets, or 45.3 per cent more than in 1932.

The cooperative CBS-RADIO RETAILING investigation shows that the percentage of total sales which went into homes already equipped with radios was higher in 1933 than ever before—65 per cent. This figure, representing the trading of new sets for old, substitution of perfect reception for the blur of worn-out loud speakers, is a potent indication of the public's sustained enthusiasm for radio entertainment. This is further indicated by the purchases of new radio tubes, reported by RADIO RETAILING. A total of 55,600,000 radio tubes were bought by U. S. radio listeners in 1933, at an estimated retail value of $56,600,000.

The total dollar volume of the radio set industry including parts and tubes (based on estimated retail value) was $212,600,000 in 1933 as compared with $196,190,000 in 1932.

The type of set which had the largest increase in 1933, according to the RADIO RETAILING figures, was the automobile radio. A total of 724,000 automobile sets were sold last year, compared with 143,000 in 1932.

Following is a breakdown of radio sales in 1933 by types of sets:

Type	*No. of Sets*	*Estimated Retail Value (less tubes)*
Midget	2,226,000	$50,000,000
Console	856,000	52,200,000
Automobile	724,000	28,600,000
TOTAL	3,806,000	$130,800,000

1933 RADIO SET SALES

Based on Individual Reports from the Manufacturers of Radio Sets

State	*Per Cent of Total* Sales*	*Number of Sets*
Alabama	.62	23,600
Arizona	.15	5,700
Arkansas	.45	17,100
Calif.	5.58	212,400
Colorado	.82	31,200
Conn.	1.86	70,800
Delaware	.36	13,700
Dist. of Col.	1.23	46,800
Florida	1.13	43,000
Georgia	1.16	44,100
Idaho	.20	7,600
Illinois	6.37	242,400
Indiana	2.28	86,800
Iowa	1.33	50,600
Kansas	.66	25,100
Kentucky	1.10	41,900
Louisiana	1.00	38,100
Maine	.70	26,600
Maryland	1.92	73,100
Mass.	5.46	207,800
Michigan	3.01	114,600
Minnesota	1.78	67,700
Miss.	.27	10,300
Missouri	3.71	141,200
Montana	.28	10,700
Nebraska	.78	29,700
Nevada	.10	3,800
New Hamp.	.50	19,000
New Jersey	5.36	204,000
New Mexico	.12	4,600
New York	16.97	645,900
No. Car.	1.12	42,600
No. Dak.	.24	9,100
Ohio	6.60	251,200
Oklahoma	.92	35,000
Oregon	.81	30,800
Penna.	10.14	385,900
R. I.	.87	33,100
So. Car.	.59	22,500
So. Dak.	.18	6,900
Tennessee	1.31	49,900
Texas	3.40	129,400
Utah	.40	15,200
Vermont	.29	11,000
Virginia	1.26	48,000
Wash.	1.20	45,700
W. Va.	1.11	42,200
Wisconsin	2.18	83,000
Wyoming	.12	4,600
TOTAL	100.00	3,806,000

* These figures represent the sales of all home and auto radio sets during 1933 and should not be confused with the number of new radio homes equipped during the past year. The statistical departments of CBS and RADIO RETAILING are now engaged in an analysis which will reveal the distribution of all radio homes by states as of Jan. 1, 1934.

Insurance Account

INTERSTATE Life Association, Hollywood, has started transcription series on KNX, Los Angeles, five nights weekly, and hill billies on KMTR, Hollywood, six mornings weekly, and expects to expand campaign to other stations in California, Oregon and Washington. Tom Wallace, Los Angeles, handles the account.

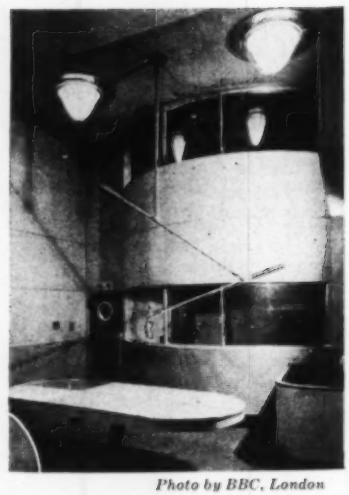


Photo by BBC, London

MODERNISM IN SOUND—This is Studio 6D of the British Broadcasting Corp., which has all the latest sound effects apparatus in convenient and efficient position to "feed sound" to all studios.

Prall Delays Assuming Radio Commission Post Because of Legislation

THE RADIO COMMISSION may end its life as a four-man agency, with the first zone post vacant, by virtue of the tentative decision reached by Rep. Anning S. Prall (D.), of New York, not to take his oath of office on the Commission while Congress remains in session.

Mr. Prall was appointed to the Commission Feb. 22 by President Roosevelt to succeed William D. L. Starbuck, whose term expired the following day. His nomination was confirmed by the Senate without opposition March 1.

Because of the pressure of legislation in Congress, particularly in connection with his chairmanship of the House subcommittee handling Reconstruction Finance Corporation appropriations, Mr. Prall feels he should delay taking the oath of office on the Commission.

He is understood to be slated for appointment to the proposed new communications commission, but he would not be eligible until next January because of the constitutional provision that no member of Congress may serve on an agency created during the particular session of which he is a member. He would be eligible, however, when the 73rd Congress expires at the end of this year.

Series for Jewelers

A NEW SERIES of transcriptions titled "Diamond Dramas" has just been released for bookings east of the Mississippi, by the L. S. Gillham Agency, Salt Lake City. Programs are designed expressly for jewelers, and were recorded in Hollywood at Freeman Lang studios with large cast. The stories are all original, but carry authentic historical facts. Each quarter hour program is complete in itself, though maintaining the central theme. "Diamond Dramas" is the first series of programs to be created especially for sponsorship by jewelers.

Thompson Assigns Kuhl to Hollywood

J. WALTER THOMPSON Co., international advertising agency, is augmenting its radio representation in Los Angeles and Hollywood, according to Lynn Baker, Pacific coast manager.

"Hollywood is constantly assuming more and more importance as a radio production and talent center," said Mr. Baker. "We have had radio department representation in Hollywood for the last three years with personnel from both our San Francisco and New York offices booking talent and producing sectional transcontinental programs from there. Increasing activity now recommends augmenting these facilities."

H. Calvin Kuhl has been transferred from New York and assigned to Hollywood permanently. Mr. Kuhl's experience includes the direction of production on most of the agency's transcontinental shows, including the Rudy Vallee-Fleischmann program and the Chase and Sanborn Hour with Eddie Cantor and Jimmy Durante.

Fred H. Fidler, manager of J. Walter Thompson's Pacific coast radio department, although making his headquarters in San Francisco, is in Hollywood several times each month in connection with his supervision of the Shell Show and other programs. Mr. Kuhl, assisted by Sam Moore and Richard Weil, will in the future direct the production of the Shell Show in addition to the Chase and Sanborn, Burns and Allen, and other transcontinentals, when they originate in Hollywood.

John U. Reber, vice president of the agency in charge of all radio activities, has recently completed an extended survey of Pacific coast radio, spending several weeks in Hollywood and San Francisco.

Southwest Grocery Series

GRIFFIN GROCERY Co., Muskogee, Okla. (wholesale grocers and food manufacturers) early in March began buying time for spot announcements and some studio acts, chiefly cowboy performers, in 14 southwestern communities in which the company has distribution. Products advertised are Hi-Low Coffee, Hi-Low Baking Powder and Priz-Taker Flour. Account uses daily spots for 26 weeks, placed direct under the supervision of William C. Gillespie, general manager of KTUL, Tulsa. Stations already selected include KTUL, Tulsa; KGBX, Springfield, Mo.; KTAT, Ft. Worth; KFYO, Lubbock, Tex.; KFPW, Ft. Smith, Ark.; KBTM, Jonesboro, Ark.; KUOA, Fayetteville, Ark.; and KASA, Elk City, Okla.

Knox Records More

THE KNOX Co., Kansas City (Cystex), has placed an order with Radio Transcription Co. of America for another 13 episodes of the "Cystex Newspaper Adventures." New production will bring the total up to 39. Order was placed by Dillon & Kirk, Kansas City agency, with production at the Hollywood studios of Radio Transcription Co.

CBS Notes Radio's 1933 Progress

Industry, First to Recover From Depression, Makes Strides; Improvements Cited in Programs and Advertising

By WILLIAM S. PALEY
President of CBS

BECAUSE of the general review of network broadcasting and the progress of radio as an industry in 1933 contained in Mr. Paley's annual report to the stockholders, delivered March 2, BROADCASTING publishes it herewith. Mr. Paley calls attention first to the sudden recovery of the industry from the depression and then traces the forward steps taken in public service through presentation of better programs, news broadcasts and comments, important events and addresses, and international broadcasts. With all this improvement, he observes, the advertiser has kept pace and now strives more than ever to respect the feelings of his listeners.

Mr. Paley

THE Columbia Broadcasting System has come through a difficult year stronger than ever. Nineteen thirty-three saw broadcasting tested, and tested severely. It was tested first of all by its audience. That audience grew by millions and the vast army of listeners made new demands. They demanded ever better entertainment and they demanded a quick and vivid service of information, because the things that were happening in the world, and particularly in America, were more and more vital to them. President Roosevelt early in the year gave the most dramatic demonstration radio has yet witnessed of the power of this newer means of communication.

Faced with new demands from a multitude who were becoming more and more radio-wise, broadcasters found themselves at the same time confronted by a serious diminution in revenue. The last industry to be overtaken by the depression, broadcasting was at last a victim, along with all the rest of the country.

First to Recover

REPORTING insofar as I may for the industry as a whole, I can only say that the manner in which the audience demands of 1933 were met and more than met has evidenced full recognition by the broadcasters of their public responsibility and their ability and their willingness to perform under it. In thus accepting our responsibility and fulfilling our obligation at the cost of momentary profits, I am satisfied that we have taken long strides in both deserving and receiving public confidence and public support.

Venturing to speak once more for the industry as a whole, and reporting specifically for Columbia, I am happy to be able to tell you that, just as we were the last to be overtaken by the depression, we have been the first to recover. Our business has reached an all-time peak and we see no indication of more than a seasonal decline. This is a tribute to our ability to serve our advertisers even in their periods of difficulty and a testimony to the recognition the manufacturing and merchandising world is giving to radio broadcasting as a powerful and indeed indispensable arm in its sales operations.

It is only because your president recognizes the contributions that have been made by literally hundreds of others that he is able to speak forthrightly about Columbia's own achievements in 1933. We have done things that have been spectacular and in almost countless numbers that have made for quiet and steady progress.

The importance to the whole country of such progress emerges when I inform you that our 1933 surveys, indicating an enormous growth in the radio audience during the depression year, show that by the summer of this year we shall have 18,000,000 homes equipped with radios in the United States. Since the 1930 census a total of 5,900,000 radio sets have been sold, according to reliable trade estimates which do not include the 800,000 sold for automobiles. The 18,000,000 sets in American homes, which are now predicted for July 1 at the current rate of purchase, mean, conservatively estimated, at least 54,000,000 potential daily radio listeners —compared to 14,627,000 radio owning families, or 43,881,000 potential listeners in 1930. This means an increase of slightly more than 23 per cent in three and a half years.

I believe these figures, which I can assure you are authoritative and responsible, are particularly interesting in view of the sporadic efforts here and there to spread a belief that the public's interest in radio is diminishing. Indeed, the constrast between the warm and growing friendship which we find on every hand and the occasional published piece of criticism—usually destructive criticism—is one of the strange phenomena of our business which confronts us from time to time. We strive to heed the criticism and to bow to it whenever it seems to be sane and just, but to a far greater degree we are guided by the friendly and helpful endorsements and suggestions which come to us from every quarter, with an always quickened sense that more and more what we do is of intimate interest to all America.

Better Music Broadcast

TURNING now a little more specifically to the developments of 1933 and their continuance into 1934, I would like to outline some of the more interesting. First of all, we have presented much of the world's finest symphonic music through many of the world's finest symphonic orchestras in greater measure than ever before. After long study and experimentation we have broadcast these concerts with greatly improved technique. The New York Philharmonic, the Philadelphia, the Cleveland, Portland, Portland Junior, Los Angeles, St. Louis, the Robin Hood Dell summer concerts in Philadelphia, and our own splendid organization under the direction of Howard Barlow, stand out among the more distinguished organizations we have presented. Also many excellent choral and chamber music groups have supplemented these offerings.

It was during this year that Columbia had the unusual satisfaction of developing for the first time a radio artist to the point where he became a star of the Metropolitan Opera, when Nino Martini made his bow before the Metropolitan audience.

I shall not attempt to detail our offerings in the popular field; they are too numerous for the scope of this report. I will only say that our annual Price Waterhouse survey and every other piece of competent research which has come to our attention throughout the year show that we have held an increased the large margin of preference for Columbia programs in the homes of America. We had more listeners than any other single chain in the world in 1932. We have won more than our share of the greater audience of 1933.

Dramatic Field

AS AN EXAMPLE of the popularity of the talent under the Columbia banner, in the NEW YORK WORLD-TELEGRAM'S all-American poll of radio editors, we won first place in 12 classifications out of 17.

No place have we found more interesting work to do than in the field of dramatics. With the Columbia Dramatic Guild playing an important part in our efforts, a number of outstanding stories by internationally known authors were dramatized impressively. We are currently preparing even more ambitious undertakings along this line.

Even a brief summary of the year's program developments would be incomplete without calling attention to the rising standards of productions sponsored by many of America's leading advertisers. There has been a distinct and definite swing toward entertainment supplied by the world's finest musical organizations and its most glamorous instrumental and vocal artists.

Along with this development has come a parallel one in the field of more popular entertainment so that some of our sponsors are now offering, and we believe will continue to offer, the world's greatest entertainers, with a particular eye on Hollywood and the wealth of talent always to be found there. In recognition of the growing importance of the west coast talent we have only recently established our own commercial program department on the coast and we are now perfecting arrangements which will make it easier and less expensive for the advertiser to originate his programs there.

Public Information Service

BEFORE leaving this general subject, let me tell you that in obedience to a growing desire on the part of advertisers to have those closely associated with them see as well as hear their programs, and further in obedience to an insistent clamor by the public to see their favorite radio stars, we matured plans in the year just past and early this year opened Columbia's Radio Playhouse in West Forty-fourth Street in the heart of the theatre district—a step which has won wide and favorable attention

Turning now from the field more specifically labeled entertainment to that defined by such words and phrases as public information, education, culture, and so on, I wish to dwell first on the degree to which we have been able to serve the nation, not only in keeping it informed of bewilderingly swift developments in national and international fields, but in helping it to understand, at least in some degree, what is going on.

First and foremost, of course, stands President Roosevelt and the really thrilling use he has made of radio broadcasting in counselling with the people of the nation as to his plans and policies. We are proud of the way our facilities have served in this connection and proud of the liberal use we have enabled him and his many aides, notably General Johnson, to make of them in uniting the whole nation in common enterprises in times of peril. This we have done, while at the same time keeping these same facilities open to the use of his critics so that the radio may be the public forum it must be if it is properly to serve a democracy.

Press-Radio Agreement

IN ADDITION to official speakers, we have presented many well qualified commentators to elucidate the happenings of the nation and the world. In furtherance of our activities in this field of growing importance we formed and vigorously operated in 1933 our own Columbia News Service when newspapers and press associations generally barred the broadcasters from access to their own news on any basis. Just as this service was beginning to flourish, the newspapers decided that they would supply a limited amount of news for broadcasting, and we therefore have

(*Continued on page 40*)

Stations Held Bound to Accept Liquor Accounts in Wet States

Former Radio Commission Head Sees No Legal Basis for "Press Release" by Present Agency

By JUDGE IRA E. ROBINSON,
Former Chairman, Radio Commission

Judge Robinson

THE PRESS release by the Federal Radio Commission in relation to the advertising of liquors over the radio, is to me an anomally. Just why it should have been issued, I cannot conceive. To the casual reader, it implies that for such advertising a broadcaster will lose his license. But, reading it in the light of the law, the statement must be taken as only a warning not to be too fulsome in announcements of liquor advertising.

Sees No Legal Support

FROM the legal standpoint, I deny that the Commission has power to order a station off the air for the advertising of liquors in those quarters where liquors are legal. For liquor now is a legal commodity in many quarters, whether we like the fact or not. Liquor has the same right of advertisement in those quarters as any other legal commodity—the same as potatoes.

One holding a broadcasting license from the sovereignty is in legal duty bound to take advertising of liquors in those quarters, if he is selling time for the advertising of other legal commodities. A broadcasting station is undoubtedly a public utility open to all alike, under due regulation. Every member of the public has a right to use any station which is devoted to advertising for the advertising of his wares.

The question of the method of advertising, the extent and character of announcement, is another thing. That is within the power of the Commission, and is not censorship, for censorship in relation to freedom of speech can apply only to opinion or conviction. Certainly it is not desirable, nor even advantageous to the advertiser, to have the extended and fulsome auctioneering talks that we hear over the air about some commodities. Still those continue; the Commission takes no action. Then why threaten, as the press release does, advertising liquors? Why discriminate on that which the American people have by recent mandate virtually ordered on the air?

Public's Interest in Radio

PERSONALLY, I am not desirous that liquors be advertised over the air, but the law speaks out that they may be, and that regardless of the opinion or whim of any licensee of a broadcasting station. He is granted a license to transmit over the air, and thereby to serve any member of the public who has a legal commodity to advertise and will pay the usual rate thereof. Each member of the public has a rightful interest in the public license granted. It is so by the Radio Act itself; it is so by all reason, and by American principle.

Let us hope that no future legislation will change this, as some broadcasters have long desired. For a station licensee to have the power to say he will take an advertisement of the Packard, and to refuse an advertisement of its competitor, say the Lincoln, is not agreeable to a proper concept of the use of the air for either advertising or speech.

Court Broadcasts Halted

PROTESTS by the judicial council and the bar association brought to an end after one week the courtroom broadcasts by KJBS, San Francisco. The thrice weekly broadcasts from the chambers of Municipal Judge George H. Steiger were inaugurated by Ralph Brunton of KJBS late in February, and attracted wide attention. The bar association held that such broadcasts would tend to lower the esteem of the court, and although Judge Steiger believed otherwise, he withdrew from the air.

HOT SPOT BUSINESS
WLBF Sells Time to Insurance Agency as Fire Burns

A RECORD for the sale of spot time is claimed by WLBF, Kansas City.

Here's the story: When the Wyandotte High School Building was destroyed by fire March 3, WLBF found itself occupying a ringside seat, for its studios, just two blocks from the schoolhouse, afforded a clear view of every aspect of the $400,000 fire.

An alert insurance agency phoned the station and bought a series of spots for immediate release. The entire station staff was put on the job gathering news and the station became the official message center for fire and police departments.

Cage Games Offered

PLAY-BY-PLAY accounts of games to be played at the annual Iowa state high school basketball tournament, to be held March 15, 16 and 17 in the Iowa State Teachers College gymnasium at Cedar Falls, will be carried over WMT, Waterloo, Ia. The broadcasts have also been offered to all other radio stations in the state by WMT, which will be the disseminating point for those which accept. Andy Woolfries, veteran sports announcer of WOI, Ames, Ia., will be in charge of the broadcasts from Cedar Falls.

RADIO SELLS NEW 'PRO' SPORT
Lacrosse, Introduced Cold in Pittsburgh, Packs Stadium After KQV Starts Broadcasting Games

RADIO assumed a new selling role in Pittsburgh this winter and, incidentally, should give the anti-broadcast baseball club owners and football coaches something to think about.

A new sport, professional box lacrosse, was introduced and put over in sensational fashion largely because its promoters used radio to arouse public interest. Although an old Indian game and though played for scores of years in Canada, the sport has only recently penetrated the United States via the Great Lake cities.

KQV Gets Arrangement

WHEN the game came to Pittsburgh, the promoters, C. C. McDonald and Larry Welch, immediately gave KQV permission to broadcast the games and acquaint Pittsburghers with the sport as it never had been played in the city. Even the local colleges did not engage in the sport.

The game also was given a minimum amount of newspaper publicity but nothing like the build-up usually offered big league baseball games, football games or even college basketball encounters.

Game Takes Hold

KQV OFFICIALS gave Jimmy Murray, former sports reporter on Pittsburgh papers, the job of describing the game over the air with explicit instructions to forget about the technical angles and merely make the broadcast as interesting as possible. The instructions were welcome as the game is one of the fastest of all sports and Murray had seen a lacrosse game only once before.

The broadcasts immediately attracted attention as fans began pouring in letters asking for rule books. Some 1,500 of these were received in the first three weeks.

The first half of the lacrosse league season has been completed with KQV broadcasting all but two of the games. At this point it was admitted that Pittsburgh was the only city in which any real profits are being made from the sport.

10,000 Admissions

THE GAMES drew so much patronage in Pittsburgh that Canadian papers ran a story headlined, "Pittsburgh Goes Wild Over Lacrosse." In the last three games of the first half-season, the sport drew more than 10,000 admissions despite stiff competition from the college basketball teams of Pitt and Duquesne.

Promoters of the sport were so pleased with the results of the broadcasts that they volunteered this tribute to KQV: "You should be complimented on the efficient way the broadcasts have been handled and we feel it has added greatly to the gate receipts. We are heartily in favor of broadcasting sports from the pleasant reaction we have had from your broadcasting of the games."

Capper Bill Seeks Ban On Station Liquor Ads Heard in Dry Territory

Senator Capper

LEGISLATION to prohibit liquor advertising over stations which are capable of being received in dry states, or in states having laws prohibiting such advertising, was introduced in the Senate March 10 by Senator Capper (R.), of Kansas. Mr. Capper, a strong dry, is a publisher and also owns WIBW, Topeka.

Asked what prompted him to introduce the bill, the Senator said he wants to "keep liquor off the radio." He said he was always opposed to liquor and that he would press for action on his bill at this session. Regarding liquor advertising in newspapers, he asserted he would "see what happens to the radio bill" before he introduces a measure to prohibit liquor advertising in periodicals. The measure was referred to the Senate Interstate Commerce Committee.

The bill provides that no advertisement of spiritous, vinous, malted, fermented or other intoxicating liquors would be permitted over any station or combination of stations, if the broadcast is capable of being received by any set at any place in the country in which such advertising or solicitation of orders is prohibited. Penalties would be imposed for violations, including fine and imprisonment, or both, and station licenses could be suspended for 30 days for the first offense.

Roy Alden Has Monarch, Local Simmons Accounts

ROY ALDEN & ASSOCIATES, Los Angeles agency, will hereafter handle the California radio account for Reid, Murdoch & Co., Chicago (Monarch canned food products). On March 5 the agency started a weekly program for six weeks over KHJ for Barker Bros., Los Angeles department store, using the "Sally Simmons" transcriptions produced by World Broadcasting System. Discs are from Simmons Co., New York, mattress makers. Program will advertise bedding department of Barkers. The Alden group has also taken on the radio account for the May Company, another Los Angeles department store. The campaign will be used to back up advertising in daily newspapers, shopping news and circulars. Announcements and programs will advise listeners to read thoroughly and carefully all May Co. printed ads.

Spots for Blankets

KENWOOD MILLS, Albany, N. Y. (wool blankets) has ordered series of transcriptions from Olsen Sound Studios, Hollywood, for synchronization with industrial films showing blankets being made. Distribution will be among department stores over the country with each store doing its own advertising through radio and press for public exhibitions.

A Local Sales Plan for Small Cities

WMT System Gives Full Picture of Potential Business; Greater Efficiency Obtained From Sales Staff

By J. BURYL LOTTRIDGE
Sales Manager, WMT, Waterloo, Iowa

Mr. Lottridge

MANY STATIONS are not getting the maximum amount of business out of their local advertisers because their sales organizations have only a hazy or haphazard idea of the number of potential clients. Mr. Lottridge has evolved a systematic yet practical scheme for obtaining facts about Waterloo's prospects in relation to WMT. He explains that while the plan is more applicable to smaller cities it could be adapted to larger cities if they were divided into districts which could be assigned to separate sales groups.

A COMPLETE and accurate picture of the local business outlook in relation to a broadcasting station may be obtained by following a plan we have instituted at WMT. This systematic local sales plan, though in operation only a short time, has already proved effective. It should be adaptable to other towns of 100,000 population or less or to larger cities if station sales managers would divide the city into smaller districts for assignment to separate sales groups.

We believe that this plan, if followed through the year, will give us a good basis on which to anticipate our next year's business, either by the month, season or year. We can also judge better the effectiveness of our sales organization.

In my opinion, the success of this plan, or any sales plan, depends first, on its basic practicability, and second, on the earnest manner in which it is followed.

Division of Business

WE HAVE four sales persons contacting local advertisers in the Waterloo area. Each salesman makes a daily report of his visits for that day and the status of the account. These reports are made on individual slips printed for that purpose. Once a week, or at least once a month, the information on these slips is condensed and noted on the card that has been made for each prospect.

All potential business in Waterloo is divided in three main classes: (a) Active Clients; (b) Active Prospects; (c) Inactive Prospects. By "Active Clients," we mean those clients having active contracts with the station, or those that are now "on the air." All Waterloo firms that are not buying time from WMT now are classed as Prospects, and the Active Prospects are those interested in our service, or those from whom we hope to secure contracts within the next 60 days. We try to learn as much as possible about our prospect's business, selling methods, market, and trade area so we can present some definite plan for his radio campaign, and as this requires individual effort and detailed work, we must have the third group, that we class as Inactive Prospects. This includes new business firms, those firms who are not actively interested in radio, and the ones least likely to become active clients of the station.

Principal Advantages

IN ORDER to have a complete cross-section of our sales possibilities, we must make at least one call on every business firm in Waterloo, even though we feel that many of them cannot use our service to an advantage.

We find that this sales plan and the card record system helps us in the following ways:

1. It helps unify the sales organization by keeping the sales director familiar with the individual efforts of each representative.

2. It helps to concentrate the efforts of the entire sales organization on that group of prospects that has the best possibilities for immediate and lasting revenue.

3. It prevents the neglect of present client or immediate prospects, and centers attention on renewals, contract enlargements, and proper handling.

4. It helps make commercial contracts more valuable for the individual client by coordinating the efforts of the sales, production and merchandising departments.

5. It centers responsibility and prevents the waste of valuable selling time.

6. The card records, if properly and regularly kept, will form a basis upon which we can anticipate our sales over any period and judge the comparative effectiveness of our sales organization.

We found no difficulty in instituting this plan, as it is not necessary to change the regular form of contact or to give individual instructions to each salesman. Regular station records were not altered, and the records are soon complete as the information is added at regular intervals. A stenographer or secretary can keep the card records complete in a very few hours each month. Incidentally, the total cost of the cards, files and all was less than $5.

Method of Operation

FOLLOWING is a tabular outline of the WMT local sales plan and its method of operation:

1. PREPARATION

A. Active Clients. Check and list all active clients for: (1) extent of past contracts; (2) length of present contracts; (3) nature of present contract; time, talent, etc.; (4) name and position of executive.

B. Active Prospects. Check and list all active prospects for: (1) whether or not a previous client; (2) if so, how and when (within one year); (3) reason for cancellation; (4) nature and price of sales presentation; (5) contact salesman now assigned to account; (6) details of last call; (7) name and position of executive.

(Nos. 1 to 3 in group B can be omitted if prospect is new.)

C. Inactive Prospects. Check and list all other business organizations in Waterloo not included in A and B. (Give only officers of professional men's organizations, if any): (1) nature of business; (2) name of owner or manager; (3) financial rating, if possible; (4) any other pertinent information that can be obtained; (5) list new businesses as they open in Waterloo.

II. EXECUTION

A. Active Clients.
- (1) Assign some one familiar with production to check with client at definite intervals and report status and temper of account.

B. Active Prospects.
- (1) Discuss sales problems, product, and necessary results with salesman, production, and merchandising departments.
- (2) Assign salesman to contact account at definite intervals and be responsible for reports.
- (3) Furnish salesman with sample continuity, merchandising ideas, program details, costs, etc., when need for them is apparent.
- (4) If sold, place client in active list.
- (5) If not sold after reasonable intensive effort, keep in active prospect list for occasional visit with new ideas, or place in inactive list.

C. Inactive Prospects.
- (1) Original Contacts.
  - a. Assign several to each salesman with instructions to make original contact as soon as possible, during spare time, and to make original report.
  - b. If other mediums are being used, find out approximate amount spent per year or month.
  - c. Place in Active Prospect list or "Throwbacks" as necessary.
- (2) "Throwbacks."
  - a. Keep in "Tickler" file for occasional visit at intervals depending on approximate value of account.
  - b. If occasional calls or direct mail bring no response, gradually put into discard file.

III. FOLLOW UP

A. Active Clients.
- (1) Keep "Tickler" file and weekly list showing expiration dates with definite plans for larger contract or renewal at least two weeks in advance.
- (2) If cancelled, place in Active Prospect list and follow usual procedure in II.

B. Active Prospects.
- (1) Develop owner or manager personal letters to follow salesman's efforts when necessary. (Personal calls when possible, with or without salesman.)
- (2) Earnest cooperation of the merchandising and production departments is essential in this group.

C. Inactive Prospects.
- (1) Develop inexpensive routine of direct mailings stressing such high-lights as: a. station popularity; b. new program features; c. results obtained for active clients; d. special commercial offers or seasonal rates. (Most of this material could be mailed to a certain proportion of the Active Prospects.)

Four Brooklyn Stations Proposed For Deletion

DELETION of four Brooklyn stations now sharing time on the 1400 kc. channel, each using 500 watts, was recommended to the Radio Commission Mar. 1 by Examiner Ralph L. Walker. The stations are WARD, WBBC, WLTH and WVFW. Failure to serve public interest was given as the primary reason for the recommendation, and the examiner stated that WARD, WVFW and WBBC are not qualified financially to operate in the public interest. Among other things, he held that WBBC, WLTH and WARD devoted excessive amounts of time to commercial foreign language programs.

The BROOKLYN DAILY EAGLE and the American Radio Productions Institute, Inc., of New York, are applicants for the facilities of the Brooklyn stations. Both applications have been designated for hearing but will not be heard until the Commission disposes of Examiner Walker's report.

WAAB Wants KFI Wave

EAST-COAST operation on the west coast clear channel of 640 kc., used by KFI, Los Angeles, was sought in an application filed with the Radio Commission March 13 by WAAB, Boston, Yankee Network outlet. The application asks for removal of the station from Quincy to Auburndale, Mass., and a shift in frequency from 1410 to 640 kc., with an increase in power from 500 watts to 5 kw.

Relays From Catalina

IMPROMPTU programs from Wrigley field near Avalon, Santa Catalina Island, Cal., will be heard from time to time over KIED, short wave portable, and thence to KFWB, Hollywood, for rebroadcast. Jere O'Connor will be at the microphone. The first one was on March 4 with talks by some of the Chicago Cubs now training on the island.

Radio Advertising Gains in January Through Networks

Stations Under 5,000 Watts Show Seasonal Declines

CONTINUING to gain over preceding months, January expenditures for radio time by advertisers amounted to $6,165,011, which is two-thirds of one per cent over December expenditures of $6,152,615. National network revenues continued their remarkable rise of recent months, amounting in January to $3,759,995, or 1.7 per cent more than in December and 34 per cent over the figure for January, 1932. Individual station advertising decreased nine-tenths of one per cent under December, amounting in January to $2,351,438.

These figures are disclosed in the monthly NAB statistical service report issued March 12, as compiled by Dr. Herman S. Hettinger, economist of the University of Pennsylvania, on the basis of reports from the networks and from a representative group of individual stations.

Seasonal Retail Decline

"THE DECLINE in individual station revenues," Dr. Hettinger states, "was due almost entirely to the normal seasonal down-swing in retail advertising. Local advertising for the month decreased 10.7 per cent as compared with December. Retail advertising declined 13.4 per cent in spite of the fact that advertising by automobile dealers considerably more than doubled as compared with the previous month. Department and general store radio advertising was approximately 50 per cent as high as in December."

Compared with other media, the January radio figure of $6,165,011 contrasts with $6,360,965 for national magazines, $296,077 for national farm papers and $34,261,950 for newspapers. All except the farm paper figure are substantial declines from December.

Classified according to powers of stations, the non-network advertising revenues of stations during January are given as follows:

	Gross Receipts Dec.	Jan.
Over 5,000 w.	$778,767	$908,290
2,500-5,000 w.	252,030	226,471
250-1,000 w.	1,037,911	949,677
100 w. and under	305,828	267,000

Regionals Decline

THE TREND during January was toward a rather marked increase in non-network advertising over stations of more than 5,000 watts power. This gained 16.5 per cent over December. Stations in the 2,500-5,000 watt class lost 10 per cent, those in the 250-1,000 watt class 8.5 per cent and those in the 100-watt class 12.7 per cent.

Regionally, the New England and Middle Atlantic area was the only one to show an increase for the month, all other regional classifications showing declines.

Total national and local spot business amounted to $2,351,438 in January, which compared with $2,374,454 in December. National spot totaled $1,075,290 and local was $1,276,148—the former an increase of more than $100,000 over the preceding month and the latter a decrease of about $150,000. By type of rendition, the non-network revenues of individual stations were as follows:

Type of Rendition	*January* National Spot	Local
Electric transcriptions	$437,678	$107,752
Live talent programs	407,010	650,321
Records	7,102	31,075
Spot announcements	223,500	487,000

Seasonal Trends

SOME interesting seasonal trends, based on data gathered during the last seven months, are summarized in the January report as follows:

1. National network and individual station advertising volume each have their own particular seasonal patterns. National network advertising presents a highly unique seasonal trend, which, contrary to other national media, does not show a decline at the first of the year.

2. Individual station advertising volume trends to follow general retail advertising trends, due undoubtedly, to the large volume of retail and small local manufacturer advertising contained within its total volume.

3. National spot advertising, though fluctuating more than network volume, tends to follow the network trend rather than the local trend, thus offsetting in part the decline of local business over individual stations during the post-Christmas period. This is indicated during the current month by the 13.9 per cent increase in national spot volume as compared with December.

4. Individual station advertising seems to show less summer fluctuations than does network advertising, if indications of the past summer are at all typical.

Hospital Bed Muse

FRANK DAHM, author of the daily Little Orphan Annie programs, sponsored by the Wander Co., Chicago (Ovaltine) on the NBC-WJZ Network, was compelled recently to dictate two weeks' script from a hospital bed while recuperating from an apendicitis operation. Although he keeps from two to four weeks ahead in his writing, the operation put him behind schedule.

S. & W. Account Spreads

SUSSMAN & WORMSER Co., San Francisco (coffee and food products), whose "Mellowed Melodies" programs on KHJ, Los Angeles, expired Feb. 27, on March 4 took a 16-week spot on KHJ's Sunday night "Merrymakers Frolic," formerly sponsored by Union Oil Co. and Ford dealers. The S. & W. account is also fed to the Don Lee-California network. W. Vincent Leahy, San Francisco, handles the account.

FERRY boats plying between New Orleans, Algiers and Gretna, La., have been supplied with radios.

February Net Incomes 56 and 26% Above '33; 1934 Gross $7,378,000

GROSS income from time sales by NBC and CBS for the two months of January and February this year are respectively 25 per cent and 50 per cent ahead of the figures for the same two-month period last year. Combined totals for the two networks show a gross this year of $7,378,000, as compared with $5,439,000 in 1933 and $7,875,000 for the like period in the record year of 1932.

While January alone showed a very pronounced gain over the first month of 1933 for both chains, figures for February are even more striking. NBC registers an advance of 26 per cent, or from $1,742,784 to $2,197,297, while CBS jumped from $884,977 to $1,387,823, or 56 per cent—a record gain for any one month over that for the preceding year. It is also the biggest February in the history of CBS, exceeding by $69,000 the total for that month in 1932.

The single network's record month so far is March, 1932, when business of $1,436,050 was done. It is probable that this record will fall before the present month is out, for an increase this year of only 45 per cent (as compared with the February gain of 56 per cent) over the total for March, 1933, will carry the billing over the 1932 total and to an all-time high as well.

For February this year, NBC's two networks took 61 per cent of the grand total in chain receipts.

Earnshaw-Young Quits Agency Field

EARNSHAW-YOUNG, Inc., Los Angeles, has announced it will abandon the general agency field and specialize exclusively in the production of radio merchandising programs for advertising agencies and radio stations.

"Radio advertising is so big a field that it demands specialized attention," declared Harry A. Earnshaw, president of the firm, in commenting on the change in policy." "The success of our radio programs, engineered by a unique combination of showmanship and advertising experience, led to continued expansion in this field and finally reached a point where our general agency business became of secondary importance and also handicapped us in selling programs to national advertisers through their agencies because we might be regarded as a competing agency.

"We are announcing this definite change of policy to make it clear to all agencies desiring radio advertising programs that we have terminated all accounts for which we were general advertising agents, that we are not accepting any new accounts and that henceforth the sole function of our firm will be to furnish radio programs for advertisers or stations through their agencies."

Sixteen radio programs are ready to go into production for national or sectional advertisers, the company announced. All programs will be produced in Hollywood. Sales offices have been opened in New York and Chicago in addition

G. B. Inc., Adopts Uniform Discounts

Consistent Plan of Mapping Station Coverage Drafted

UNIFORM schedules of discounts for member stations of Group Broadcasters, Inc., and a consistent method for the estimation of coverage and "circulation" were worked out at the second meeting of the executive committee of the group in New York, Mar. 6 to 10. Under the chairmanship of A. A. Cormier, of WOR, Newark, representatives of the stations in the basic area as far west as Kansas City were present.

Similar to Network

WHILE all details have not yet been worked out, the discount schedules will closely resemble those of the networks and thus gave advertisers and their agencies the vast amount of trouble now incident to the buying of spot time, owing to the divergence in practice.

In the matter of station "circulation," both by day and by night, a method has been worked out which combines signal strength and audience response as the criteria. Signal strength is carefully tested over the service area of the station, and the results so obtained are corrected in accordance with the known interference in certain parts of the area. The intensity areas of this coverage map have superimposed upon them the figures showing proportionate audience response in relation to the number of radio-equipped homes in the territory.

Stations Are Added

SINCE the original list of member stations was published, outlets have been added in the middle west and in New England, and in the case of 12 stations in the basic area which have signified their intention of joining, negotiations are still in progress. Invitations are also being sent to a selected list of stations in the territory outside the basic area, so that Group Broadcasters will be able to offer advertisers national coverage.

Definition of the "basic area" used by Group Broadcasters differs from that adopted by the networks in that it includes the states of Minnesota and Wisconsin. This conception is held to be more in keeping with that of the advertisers as shown by the number of schedules which include Minneapolis and St. Paul along with other basic stations.

Coughlin Wins Poll

REV. CHARLES E. COUGHLIN won a recent poll conducted by Harlan Eugene Reed, news commentator, at WOR, Newark, as the country's most useful citizen. The poll drew replies from twenty-six states and a total of 600 cities. Father Coughlin won by more than 8,000 votes over his nearest competitor, Recovery Administrator Hugh S. Johnson.

AN INCREASE in power from 500 watts to 1 kw. was granted WEVD New York Socialist station which shares time with three other stations on 1300 kc., by action of the

Now it Can Be Told! Radio Critics Laud 'Angel' of Industry

Press Poll Proves Popularity Of Sponsored Programs

By VICK KNIGHT
Director of Radio Production
Campbell-Sandford Advertising Agency, Cleveland, O.

NEXT TIME you meet a radio columnist who takes keen delight in damning commercial radio, tell him not to lead with his chin!

The recent NEW YORK WORLD-TELEGRAM program preference survey, made among radio critics, offers unimpeachable evidence that the very commentators who have censured, ridiculed, and thrown vitriolic barbs at radio advertising now have gone out on a limb to *support* it! Perhaps they had no such Samaritanic intention. If so, they talked out of turn!

Sustainings Take Raps

ANALYZING the preferred list of the journalistic gentlemen, we find 89 per cent of their favorite shows commercial, with the innocent, chaste sustaining feature virtually buried in the shuffle.

Strange, isn't it, that those who have so blatantly condemned now so quietly condone? A bit incongruous, what?

Careful scrutiny of *any* program preference survey will reveal figures similar to these. All of which proves that the radio sponsor is getting a grand run for his money.

Suppose there were no sponsors. Who would pay the Vallees, the Goldbergs, the Bennys—the Crosbys, the Tibbetts, the Boswells?

Delivers the Goods

MAKE no mistake, commercial radio is delivering the goods. Contrasted to those of foreign countries, the program schedules of American stations are replete with sparkling gems of entertainment, instead of being cluttered up with prosaic time-fillers. The sponsor foots the bill, and even the caustic radio critic finds himself admitting that the sponsor is doing a commendable job. The very gentlemen who have ribbed and razzed commercial radio entertainment now admit that it provides their favorite air-fare!

Where, pray tell, are the inhibitions radio editors used to have concerning the merchandising format of the fourth estate?

Protest against radio commercialism is fading like the signal of a 10-watt transmitter. Such adverse criticism is not justified anyway—for, after all—why should listeners who pay virtually nothing for ethereal entertainment resent a program averaging less than 7 per cent direct sales appeal [actual percentage of commercial copy in 12 outstanding network commercials, as surveyed by the writer] when a 35-cent magazine often averages 50 per cent advertising? Compared to competitive media, radio is only mildly commercial.

Is it a Sin?

ANTIPATHY for radio advertising rises most from the ranks of newspaper men who feel that radio has robbed them of advertising revenue. True—radio now milks millions from budgets that once were the exclusive prey of graphic media. So what? Is it a sin? If it is, then the newspaper sinned when it put the town crier out of business. The statements are equally asinine.

Radio advertising has come to stay. Listeners like truly outstanding programs and smart advertisers sponsor them. Your favorite show, and mine, would not be gracing the kilocycles, were it not for the angel. And now that the radio editors have given the angel wings, all is well.

ELDER MICHAUX—"A NATURAL"

Former Fish Peddler Now Has Coast-to-Coast Audience; Refuses Many Commercial Offers

RADIO'S most talked-of show during 1933 is unwritten, unproduced and non-commercial. It is Elder Lightfoot Solomon Michaux and his congregation, who broadcast from his church in Washington to the CBS network through WJSV.

Elder Michaux, negro preacher, has aroused more comment in the short time he has been on the network than any other CBS broadcast. CBS stations all over the country have received inquiries asking if his program is "staged."

Program Unpolished

NO ATTEMPT is made to "polish" the program. The singers are all untrained and natural. Reality is the keynote of the program's success. A CBS official once suggested mildly that there was too much solo singing by Mrs. Michaux and the Elder replied, "You told me that you wanted me to keep this program natural, didn't you? Well, she sings that much during regular services and this is a regular service." Mrs. Michaux continues with her solos.

In 20 years Elder Michaux rose from fish peddler to conductor of this unusual program. He entered the ministry in 1917 at Hopewell, Va. Here, too, he had his first experience with radio, his church service being broadcast by the local station. From Hopewell he went to Newport News, Va., and then to Washington.

Refuses Sponsorship

IN WASHINGTON he established the Washington Church of God under the Gospel Spreading Association, a national group. His church services were broadcast by WJSV while an independent station, and this broadcast was the only one retained when the station joined the CBS network. Early in 1933 the program was placed on the network, and today the erstwhile fish peddler speaks to millions from coast-to-coast.

Elder Michaux refuses the thing most radio programs strive for—commercial sponsorship. He is consistently being approached by someone with a commercial idea.

Elder Michaux

Music publishers have tried several times to obtain the copyright to his theme song, "Happy Am I," but with no luck. He has, however, signed a contract with the RCA Victor Recording Co., which records his regular programs by a special wire to its Camden (N. J.) laboratories. Among other commercial bids a movie company has tried to engage him for a series of shorts.

Not Paid by Network

ELDER MICHAUX is paid no salary—either by CBS or the congregation. His church is entirely supported by his congregation and by voluntary contributions through the mail. One day a month a fast day is set aside and money which would ordinarily have been spent for food is given to the church.

Major Ernest W. Brown, superintendent of Washington police, believes that Elder Michaux through his daily morning broadcast over WJSV has materially reduced crime among the colored residents of Washington.

His half hour program on the CBS network has been called the worst program on the air, and the best. His tremendous fan mail tells both sides of the story.

KMOX as Key

KMOX, St. Louis, now originates sustaining programs for the CBS western and southwestern network during the evening hours when the schedules are tied-up with commercials. Approximately 12 stations carry these programs built especially for the network broadcasts.

Thornton Fisher Forms Juvenile Program Firm

FORMATION of an independent stock company of the air devoted exclusively to juvenile program productions was announced March 1 by Thornton Fisher, of Forest Hills, N. Y., veteran sports broadcaster and cartoonist. The company, to be known as Thornton Fisher Productions, Inc., has established New York offices at 110 East 42nd St., with studios in Forest Hills.

The company, according to Mr. Fisher, will make its debut this month on a national network with several serial programs. Courtney Wynn is director of sales and O. Griffith Carpenter is director of merchandising.

KTRB are the call letters assigned the new 100 watt station at Modesto, Calif., operating on 740 kc. with 250 watts daytime only. Thomas R. McTammany and William H. Bates, Jr., are the licensees.

WOR, Yankee Net Boost Each Other

Institutional Ads Exchanged Weekly by Broadcasters

WOR, Newark, and the Yankee Network are exchanging advertising of their own facilities in half-hour programs which "toot each other's horns." If one listened to WOR's "Moonbeams" programs Sunday nights from 11 to 11.30 o'clock, he would get the idea that the Yankee Network had taken commercial time on that metropolitan station, and vice versa on Monday nights from 10 to 10.30 if he listened to Sevitsky's Metropolitan Theater Orchestra broadcast from Boston over Yankee stations in Springfield, New Bedford, New Haven, Bridgeport and Bangor. The idea was conceived by Walter Neff, WOR sales promotion manager.

The story is that WOR and the Yankee Network are acquainting their respective listeners with each other's coverage. WOR, like many other stations, has suffered more or less because prospective clients have been unacquainted with its geography. Because the station gives its address as Newark, N. J., some get an idea that it is not in the New York metropolitan area when the fact is that it lays down a signal that has to be toned down by antiquated receivers.

Opening Announcement

THE CONTINUITY "plugs" are virtually the same in tenor. The opening announcement reads: "During the past few years we have become accustomed to hearing so many different types of products and services featured over the radio that we no longer look on radio as a new or unusual method of advertising. Yet this is the first time, so far as we know, that broadcasting has been used by a radio station to call attention to its facilities for helping manufacturers make sales. The radio station(s) thus using its (their) own medium is a favorite with New York (New England) audiences. It is with the compliments of this (these) radio station(s) that we present for your enjoyment the next half-hour of (short description of program)."

The Yankee Network's boost for WOR in the middle of the program, which is about similar to that given by WOR for the New Englanders reads: "As we remarked at the beginning of this program, radio is today an accepted advertising medium for practically every type of product or service that is purchased by the American public. There are still many companies, however, who are not yet taking advantage of this powerful modern method of salesmanship. It is to the executives of these companies that this program is especially directed. Station WOR, as America's leading independent station serving the great New York metropolitan market, wants you to know that it is ready and anxious to assist you in delivering your sales message to the more than ten million people who make up its vast audience.

* * *

The closing announcements carry additional information about facilities and end by giving the names and addresses of local representatives from whom rates and other

Success of Ford Program Scouts Fear Of Bucking Established Popular Feature

Heavy Sales Since Feb. 1 Indicate Large Audiences Tune In Despite Rivalry With Cantor and Showboat

WITH EVENING time on the networks becoming scarcer than ever before in the history of commercial broadcasting, many sponsors recently have been obliged to present their programs opposite well-established favorites on other networks, and much interest has centered in the degree of success attained by the "newcomer" in these cases.

The experience of CBS in offering the Ford dealers' program, with Fred Waring's Pennsylvanians, throws more light on the problem than was obtainable previously, since both the half-hour broadcasts a week were spotted opposite well-established favorites on NBC—Eddie Cantor's Chase & Sanborn program on Sundays and the Maxwell House Showboat on Thursdays.

Dealer Sets Record

THE TIME element in establishing a new program, even one with outstanding talent, in the face of such competition was an important consideration, for if too long a time should be needed to popularize the show, the sponsor would be paying a heavy premium for his preliminary campaign.

The Ford dealers' compaign was inaugurated early in February, and the most striking single evidence of its effectiveness was received on March 1 from a Ford agent in an important Southern city. He reported that while his January sales this year were 400 per cent ahead of those for the first month of 1933, the February sales were 800 per cent better, and the majority of customers visiting his showroom volunteered the information that they had become interested in the car by hearing the radio program. Investigation showed that the February increase in sales was not traceable to improved business conditions in the community, as these had been stable.

Various other methods of testing the popularity of the programs have been used, and the results have shown that no matter how popular a simultaneous broadcast on another network may be, there is always enough of a "floating audience" to insure a large number of listeners for a new presentation. The unusually rapid acceptance of the Waring shows, however, and the building up of such a large audience for it, indicate further that when an outstanding program is presented it can quickly achieve a position in popular estimation similar to that of the older established rival program.

Figuring the Audience

IN ESTIMATING the size of the audience for any individual program it has been customary to consider 25 per cent of the total number of persons listening at that particular time as the basis. This is obtained by allowing equal attention to the three networks and to independent stations. Then the figure is revised up or down in accordance with the specific acceptance for the program under consideration.

When allowance is made for the great variety in popular tastes, and recognition is given to the success attained by programs presented opposite to Amos 'n' Andy and other old favorites, it appears that sponsors in the past have paid too much attention to "the opposition." As the same considerations apply equally to advertisers on both networks, the elimination of this source of worry should be of general benefit.

Harness Makers to Start Spot Campaign in April

HORSE AND MULE FARMING ASSN., Chicago, a cooperative organization of harness manufacturers, which last year tested radio for the first time, using WFAA, Dallas, in April will start a new campaign over a selected group of stations, chiefly 50 kw. outlets covering rural areas. Twenty-six daily one-minute spot announcements will be used to call attention to a contest calling for 50-word essays on why horses and mules in the long run are superior for "farm power." The spot announcement series will be followed by a one-hour studio program in each of the stations. Carpenter-Rogers Advertising Agency, Dallas, handles the account.

Baltimore Bank to Start History Series on WFBR

ALEXANDER BROWN & Sons, said to be the oldest banking house in America, has contracted for a series of programs over WFBR, Baltimore. The account, signed by Purnell Gould, new commercial manager of the station, will feature a sketch on the history of Maryland in connection with the Maryland Tercentenary, now being observed. A well known historian, yet to be selected, will conduct the feature. The account was placed direct.

Also tying into the Tercentenary is a new 13-week series to be sponsored by Gibbs & Co., local packers, featuring famous Maryland women. The account was placed direct. A third new program signed by WFBR consists of a 52-time morning program electrical transcription series, sponsored by the Atlantic & Pacific Tea Co., featuring Phil Harris' Orchestra. It also was placed direct.

Restrictions on Baseball

BROADCASTING of the San Francisco baseball games will begin April 3 on KYA when Ernie Smith, Hearst Radio Service sports announcer, will describe the events. As yet no sponsor has been found for the games. The San Francisco Seals agreed to broadcast again this year, with a number of provisos. Among them: the announcer may make no comment on the quality or pace of the game, the paucity of business, the presence of bad weather, or his personal opinion on a play or a decision.

Fitch Adds Canada

TWO NBC-WEAF hookups, with supplementary transcriptions spotted on a large number of Canadian stations, are being used by F. W. Fitch Co., Des Moines (Fitch's tonics). Programs are heard Sunday nights, keyed from Omaha to an eastern network at 6:45-7 p. m., CST, with repeat for the Pacific Coast at 10-10:15 p. m., CST. Featured artist is Wendell Hall, whose contract has just been renewed for the fifth time. L. W. Ramsay Co., Des Moines, handles account.

Parliament Orders Probe of Canadian Radio Commission

CKCL Almost Loses Permit For Hookup With CBS

By JAMES MONTAGNES

FOLLOWING Parliamentary criticism of the work done by the Canadian Radio Commission, members of the Parliament have been appointed on a committee to conduct an early investigation at which Hector Charlesworth, chairman of the Commission, will be one of the first witnesses.

The committee is headed by Dr. R. D. Morand, who was chairman of the 1932 radio committee which advocated establishment of the federal commission. Of the nine members of the committee, five are Conservatives, three Liberals and one Progressive. Six of the members served on the 1932 committee: Dr. Morand, W. A. Beynon, O. Gagnon, D. M. Wright, P. J. A. Cardin and E. J. Garland. The new members are W. C. McLure, T. F. Ahern, Robert McKenzie.

Appointment of the committee implements the promise made last session of Parliament by the Prime Minister, Mr. Bennett, when liberals and progressives hotly assailed the commission. Instead of improving conditions, these critics claimed it had made matters worse, while some of the criticism was directed personally against Hector Charlesworth.

* * *

CKCL, Toronto, one of the oldest of the Canadian stations, nearly lost its license when on Feb. 22 it carried the CBS program of the Ford Motor Co. against the express instructions of the Canadian Radio Commission. The program could not be carried over the regular Columbia outlet in Toronto, CFRB, because that station was tied up for the period. CKCL was asked to carry the program and agreed, but Ottawa advised that drastic action would follow. Nevertheless, CKCL carried the program and the Radio Commission ordered the Marine Department to cancel the license on the grounds that the Commission's regulations do not allow any but the regular stations to carry chain broadcasts. The matter was finally settled some days later when CKCL agreed not to carry any more Columbia programs and the Commission withdrew its order for license cancellation.

* * *

CANADIAN stations are finding that the Radio Commission is enforcing more strictly these days the ruling on advertising content. CRCT, the Commission's main Toronto station, has been ordered to set the example, and a number of spot announcements have been cancelled to bring the advertising talk to not more than three minutes per hour, as provided in the Commission regulations. All programs coming from the United States are scanned, and even time signals with their advertising announcements have been eliminated on CRCT during the evening hours.

* * *

IN AN EFFORT to improve reception the Canadian Radio Commission changed the frequencies of three stations on Feb. 25. CHRC, Quebec, goes from 930 to 580 kc., sharing that band with CKCL, Toronto; CKPR, Fort William, is changed from 780 to 930 kc., sharing with three other stations, CKPC, Brantford, CFCH, North Bay, and CFAC, Calgary; and CKY, Winnipeg, is transferred from 910 to 780 kc., sharing with CHWK, Chilliwack, British Columbia. The changes are temporary till proved satisfactory.

Organization of KTUL Staff Is Now Complete

Mr. Gillespie

ORGANIZATION of the staff of KTUL, Tulsa, recently moved from Chicasha, Okla., where it was operated by the Oklahoma College for Woman as KOCW, has been completed by William C. Gillespie, vice president and general manager of Tulsa Broadcasting Co., Inc. The station is a full time CBS outlet, operating with 500 watts day and 250 watts night on 1400 kc. Mr. Gillespie formerly was with WKY, Oklahoma City; KSO, Des Moines, and WMBD, Peoria, Ill.

Commercial manager of KTUL is Harry Hutchinson, formerly manager of KVOO, Tulsa. Office manager is Fenton Jeffers, former private secretary to Lowell Thomas, the NBC commentator. Program and production manager is Charles Warren, formerly of WGAR, Cleveland, and WSPD, Toledo. Chief engineer is Max Carter, formerly assistant chief engineer of WKY.

Others on the staff are: continuity editors, James Clark, formerly of WKY and KSO, and Lillian Fisher, formerly with the Mills-Wolf Advertising Agency, Tulsa; chief announcer, Harry Richardson, formerly with KFI, Los Angeles; announcers, Ken Griffin, formerly of WBZ, Boston, and KDKA, Pittsburgh, and Eddie Gallaher, of Tulsa; assistant chief engineer, Nathan Wilcox, formerly chief engineer of WMT, Waterloo, Ia.; operators, Preston Bates, formerly of KVOO; Roy Schaffer, formerly of KGFG, Oklahoma City, and Roy Cole, formerly chief engineer of KOMA, Oklahoma City.

PURE OIL Co., Chicago, has purchased a series of 100 daytime and evening announcements on KPRC, Houston; WOAI, San Antonio; KGRS, Amarillo; and KFDM, Beaumont, Tex., to stimulate sales in newly acquired retail outlets in Texas. The account is handled by the Freitag Agency, Chicago.

POWER

that is pulling profits at record-breaking pace

THEY'RE advertisers. Let's call them A, B, and C. Names on request? Certainly:

ADVERTISER A

Can pay 25c per inquiry.
Spent $167 on WOC-WHO.
Secured 1,914 inquiries and $452 in orders.

Value of Results	$930.50
Cost	167.00
Profit to Advertiser A	$763.50

ADVERTISER B

Can pay over 25c per order.
Spent $334 on WOC-WHO.
Secured 3,374 magazine subscriptions @ 50 cents.

Value of Results	$843.50
Cost	334.00
Profit, above normal, to Advertiser B	$509.50

The cases cited above are NOT isolated. Our files have authentic figures that show even greater profits to advertisers from the surprising power of WOC-WHO.

Imagine the surprise of Advertiser C, who made a brief announcement offer—expected a few replies from Iowa—and heard from thirty-six other states, as well as from all 99 counties in Iowa.

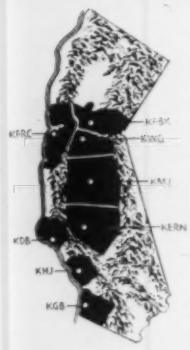
There has to be a reason for such results. Briefly, the reason is that your sales message, broadcast over WOC-WHO, gets three-fold coverage: (1) Saturating Iowa and adjacent territory in the primary service area, (2) Pounding into the entire midwest, and (3) in addition, reaching a considerable audience in states on either coast.

Not only in radio alone, but in comparison with any other advertising medium, WOC-WHO has taken front rank as one of America's most powerful business producers, *in terms of profits per dollar*.

WOC-WHO
FULL-TIME, CLEARED-CHANNEL
50,000 WATTS

CENTRAL BROADCASTING CO., DES MOINES
J. O. MALAND, Sales Manager, Phone 3-4872
CHICAGO: Free & Sleininger, 180 N. Michigan Ave., Phone FRA 6373
NEW YORK: Free & Sleininger, Chrysler Bldg., Phone Murray Hill 2-3030

We cover the waterfront . . and all of California



The Don Lee Broadcasting System, with 8 releasing stations in California's 8 major markets offers you 94% of the state's radio-owning families in its 8 trading areas.

Each of these markets tune to its nearest Don Lee station for a clear reception of Columbia National programs, Don Lee Pacific Coast programs, and the better class of local programs. The Don Lee Broadcasting System has the greatest *habitual* listening audiences as proven by innumerable independent surveys, which will be mailed on request.

You don't have to wait until your program builds an audience on the Don Lee chain. The audience is already tuned in—all you have to do is present a good program that will hold them.

And if you want the whole Pacific Coast, a click of a switch ties in the Northwest Columbia Unit which adds Seattle, Portland, Tacoma, and Spokane to your audience.

Can we produce a radio program of high quality with audience-appeal? KHJ, Los Angeles, the key station of the System, is the originating point for the following coast-to-coast national programs:

Woodbury—
Bing Crosby
General Cigar Co.—
Guy Lombardo-Burns & Allen
Pontiac—
"Surprise Party"—Raymond Paige
California Melodies—
Raymond Paige & Movie Celebrities
Catherine the Great—
Historical Drama
Charis Company—
Louella Parsons and guest movie stars
Old Gold Cigarettes—
Ted Fio Rita and Dick Powell

If you want to sell the Coast, better write or wire for detailed information.

Don Lee Broadcasting System

C. ELLSWORTH WYLIE
General Sales Manager, Los Angeles

Los Angeles, KHJ
San Francisco, KFRC
San Diego, KGB
Santa Barbara, KDB
Portland, KOIN
Tacoma, KVI
Fresno, KMJ
Stockton, KWG
Sacramento, KFBK
Bakersfield, KERN
Seattle, KOL
Spokane, KFPY

Los Angeles Office.....7th at Bixel St.
San Francisco Office.1000 Van Ness Ave.

Copeland Bill Due to Pass

(*Continued from page 11*)

unduly restrict and cripple legitimate advertising."

Qualified endorsement of the measure in behalf of newspaper publishers was given by C. C. Parlin, of the Curtis Publishing Co., Philadelphia, appearing for the National Publishers Association. He said his organization was satisfied with the revised bill insofar as it affects their industry as an advertising medium, but urged that the committee give consideration to the objections of other groups "more competent than we to indicate possible changes necessary to prevent injury to their business."

Benson Urges Amendment

JOHN BENSON, president of the American Association of Advertising Agencies, sought amendment of the definition of advertising, as he did at the initial hearings last December. He thought the definition was too broad and too ambiguous. He suggested also that the confusion about palliatives be cleared up by eliminating it altogether. He endorsed the proposal of Mr. Dunn for an appeals board to review decisions on advertising, since advertising is largely a matter of opinion and should never be left to the decision of one mind (the Secretary of Agriculture).

"It should have the benefit of experienced opinion conversant with the needs and limitations and functions of legitimate advertising," he said. "We suggest if there is such a board erected that one member ought to be an advertising authority, since so many of the cases which arise will be on the subject of advertising."

Clinton Robb, counsel for the Drug Institute of America, who supported the McCarran-Jenckes bill, told the committee that if the field of food, drugs and cosmetics advertising is invaded, Congress also should consider regulation of all advertising.

"I will admit there is some exaggeration in advertising," he said, "not general, but there are some offenders and it should be stopped. But the food, drug and cosmetic advertising has not been shown to be worse than others, and unless Congress is now ready to censor advertising matter of all descriptions, there seems to be no justification for this section."

Commissioner Edwin L. Davis, of the Federal Trade Commission, former Tennessee Congressman, in appearing before the committee, opposed that portion of the measure which would give the Food & Drug Administration discretion over advertising. He held the Trade Commission has jurisdiction over fraudulent advertising and that the legislation should refer such matters to that agency. Senator Copeland contested this view.

Strong defense of the measure came from W. G. Campbell, chief of the Food and Drug Administration, the Department of Agriculture's main witness at the original hearings last December. He was flanked by David F. Cavers, professor of law of Duke University, who was instrumental in drafting the first bill and was Assistant Secretary Tugwell's man Friday in the preliminary work. Medical phases of the measure were held inadequate by Dr. William T. Woodward of the American Medical Association, who advocated more rigid control of proprietaries. Also supporting the view that the bill was inadequate from the public viewpoint was Benjamin C. Marsh, executive secretary of the People's Lobby.

Transition Period Forecast

AMONG other opposition witnesses were Rep. Lamneck (D.), of Ohio; John W. Darr, secretary of the Joint Committee for Sound and Democratic Consumer Legislation; Francis L. Whitemarsh, National American Wholesale Association; Dr. James H. Beal, National Drug Trade Conference; James F. Hoge, Drug Institute of America; Dr. Stroud Jordan, American Confectioners Association; Charles M. Coxe, National Association of Feed Manufacturers; Samuel Fraser, American Apple Association; Hugo Mock, Associated Cosmetics Manufacturers; and Laurence V. Burton, editor of *Food Industries*.

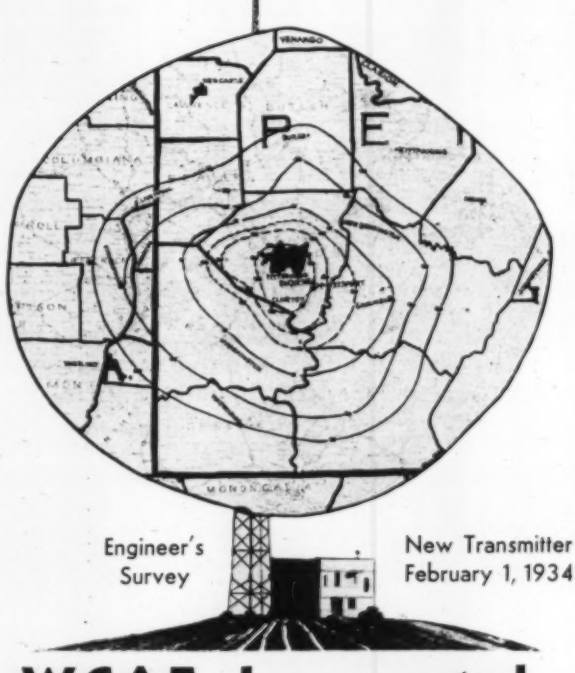
Appearing in defense of stringent legislation for regulation of food, drugs and cosmetics, among others, were Arthur Kallett, of Consumers Research, Inc.; Mrs. Helen T. Baldwin, of the National League of Women Voters, and several college professors. Mr. Kallett and certain of the women's organizations attacked Senator Copeland's eligibility to handle the legislation, in view of his radio health talks on sponsored network programs.

That a transition period of a year or even longer will be allowed before the new law becomes effective, once it is enacted, was indicated. The Grocers Organization suggested to the committee that the effective date be at least 18 months following enactment, and Senator Copeland first suggested next January but asserted that sufficient time would be afforded.

In the House March 6, Rep. Sirovich (D.), of New York, author of a food and drug bill of his own, made an impassioned plea for its enactment. He exhibited before the House a "chamber of horrors" accumulated presumably from the Department of Agriculture supply designed to show what harmful drugs and cosmetics have done. He said his bill would protect the consumers from such dangerous commodities. Advertising sections of his proposed bill (H. R. 7426) are designed to meet all objections raised in connection with the Copeland bill. The measure, like its four companions in the House, has little chance of passage.

Primary Coverage Reaches

3,298,999 Population



WCAE, Incorporated
PITTSBURGH, PA.

Pacific Radio Shows

SEVERAL stage scenery companies in Hollywood have issued invitations to radio producers to examine their facilities for stage scenery, drops, and settings for radio productions before visible audiences. With the discontinuance of line-reversal charges on transcontinental programs and the possibility that new cross-country chain programs will originate in the west, several of the new features may be staged before audiences in Los Angeles or Hollywood.

in America's 2nd MARKET CHICAGO *use* WMAQ *or* WENR

Either of these stations offers spot advertisers coverage that counts—tremendous audiences whose habitual preferences are for the outstanding NBC programs they feature. For complete rate, coverage and result information contact either station or any of the offices listed below.

NBC LOCAL SERVICE BUREAU

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO & KGO

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

Hotel Diners Eat Cake During Bakers' Program

PRESENTATION of the Happy Wonder Bakers' program for Continental Baking Corp., New York (Hostess Cake) each Tuesday evening on CBS from the grill room of the Lexington Hotel in New York has suggested an unobtrusive merchandising method to the sponsor and has attracted much attention among the diners. Thirty seconds before the program begins, Little Jack Little asks the guests, through the public address system, please to stop dancing for 15 minutes as he is about to go on the air. He also invites them to "have another piece of cake," as a sample has been distributed to each diner. While there has been no promotion of the program to dealers so far, the New York dealers have visited the grill in groups at various times.

KYW Asks Time

AN EXTENSION until Oct. 27, 1934, for completion of the removal of KYW from Chicago to Philadelphia was requested in an application filed with the Radio Commission March 3 by Westinghouse Electric Co. The new transmitter would be located at Whitemarsh Township, Pa., and the studio in the Westinghouse Bldg., 30th & Walnut Sts., Philadelphia.

ANNOUNCEMENTS over W2XE, shortwave outlet of CBS in New York, now are made in French, German, Spanish and Italian as well as in English, for the benefit of foreign listeners.

Broadcasters Oppose Dill Bill

(*Continued from page 7*)

tration and cannot result in an equality of radio broadcasting service. In the provision suggested, service is made an important criterion, making it possible to carry out the statutory provisions of public interest, convenience and necessity without artificial restrictions."

In cross-examination which ensued, Senator Dill observed that if there had been "proper administration" of radio at the outset, the Davis Amendment would have been unnecessary. He added there was no assurance that the Commission would keep in line and that he had included the provision as a protective measure.

Judge Sykes said the Davis Amendment had served its purpose and agreed that the Commission perhaps had been lax at the outset of its task.

Hits Clear Wave Doubling

CONTINUING his report, Judge Sykes said that if Congress decides to retain the Davis Amendment, it should delete the provisos for duplication on clear channels without charging the additional stations to quota. He explained that stations 2,200 miles apart of equal power would render approximately equal primary service and declared that both should be counted a part of the quota of their respective states. Otherwise, he asserted, inequalities with respect to other stations in the same state could exist.

While Judge Sykes did not object to the proviso for 250-watt stations in his formal statement, he did state, under examination by Senator White, that some question arises as to whether the bill intends that these additional stations be charged to quota after they are licensed and that it was his view that such new stations would be placed in a "preferred position" over established units.

Senator White interposed that it appeared to him that the issue was one of either leaving the Davis Amendment in the law without the new allocation provisions, or else dropping the amendment and perhaps including the new station provisions, since quota then would not be involved.

Judge Sykes asked that the committee include in the measure the bill passed last month by the Senate banning remote studios for Mexican stations. This measure now is pending before the House Merchant Marine, Radio & Fisheries Committee, where considerable opposition has developed.

Pleads for Section 16

FINALLY, Judge Sykes asked that the measure embrace the appellate provisions of the Radio Act of 1927, with certain modifications, which Senator Dill explained afterwards were purposely omitted by him in the hope that witnesses might develop improved appellate provisions. The only court procedure provision in the Dill bill is that taken from the Interstate Commerce Act, which provides for appeals to all federal courts. It is regarded as totally inadequate for the handling of radio cases.

The chairman pointed out that the Commission has experienced good results under the old Section 16 and feels it is essential in the new bill. "A consistent body of radio jurisprudence has grown up," he said. "A single court has become well informed concerning a technical subject. It would seem desirable to continue to afford a direct method of appeal in the two instances provided for and such continuance would not give rise to any claim of discrimination by other persons or carriers subject to the jurisdiction of the proposed communications commission."

The Commission did not oppose other far-reaching radio amendments proposed by Senator Dill though they drew the fire of the NAB. Judge Sykes did point out that through apparent oversight radio inspectors in the field were exempted from civil service status while examiners were made subject to civil service. He suggested that the present arrangement, which is just the reverse, be continued. The committee interposed no objection, although Senator Wheeler (D.), Montana, asked why Commisison lawyers, with the exception of the general counsel, should not be under civil service.

Bellows Opens Attack

THE PYROTECHNICS began when Mr. Bellows took the stand. He opened his testimony by saying he appeared for the industry in opposition to certain features of the Dill bill but desired to make it clear "that the broadcasters are wholly in accord with what they conceive to be the purpose and intent of the President's message" to Congress on the communications bill. "Their objections, therefore," he asserted, "are limited exclusively to such features of the bill as, in their judgment, are contrary to the clear intent of the President."

After reading excerpts from the president's message and emphasizing that its clear intent is that the proposed commission take over the "present" authority of existing agencies and that it make recommendations for additional legislation next year following an investigation of the entire radio and communications fields, he said:

"It is our contention that S. 2910 does not conform to the terms of the president's message. By what we regard as in some instances fundamental changes in the present law relating to radio, it vests in the new commission an authority quite different from the authority now lying with either of the existing commissions and anticipates the action which the President has suggested for the next session of Congress by materially modifying the law before the new commission has had any opportunity to make the investigation which the president recommends. It is on this basis, and on this basis alone, that the broadcasters come before you in opposition to certain features of S. 2910."

Favors Rayburn Bill

MR. BELLOWS then proposed that the provision in the Dill bill repealing the Radio Act of 1927 and substituting the new radio "title" with the numerous amendments be killed as unwarranted, damaging to the proposed new commission and in conflict with the President's wishes. He suggested that the committee adopt the provision in the Rayburn bill, which would continue the radio act in its present form but would transfer its administration to the proposed new agency.

Should the Senate decide not to eliminate the radio section of the Dill bill, Mr. Bellows asked that it be made to conform as closely as possible to the present law. He then burst into a series of specific objections to the proposed amendments "to demonstrate just how sweeping the changes proposed in this bill actually are."

First taking up the clear channel breakdown proposal, he said it was a technical question which very few persons are sufficiently qualified to judge. "If Congress is going to change its entire policy with regard to radio by legislating on purely technical matters, why set up a commisison at all?" he inquired.

Raps Mileage Segregation

"IF IT fixes by statute the mileage separation between high-powered stations, why not do exactly the same thing for the regionals and locals? We have no specific quarrel with 2,200 miles, but we do protest most earnestly against this basic change in the whole theory of the Radio Act . . . We believe that the new commission should be free to deal with its technical engineering problem in its own way. . . . What this section actually does is to put Congress into the electrical engineering profession, with a provision which may be a serious burden upon the new Commission

(*Continued on page 43*)

KSD

A DISTINGUISHED BROADCASTING STATION

KSD offers program sponsors a distinct advantage with its operating frequency of 550 kilocycles—most efficient operating frequency on the broadcast band. Scientific tests show that a radio transmitter operating on a lower frequency lays down a stronger signal at a given distance than one using the same amount of power on a higher frequency.

Red Network Outlet for National Broadcasting Company

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit
St. Louis San Francisco Atlanta

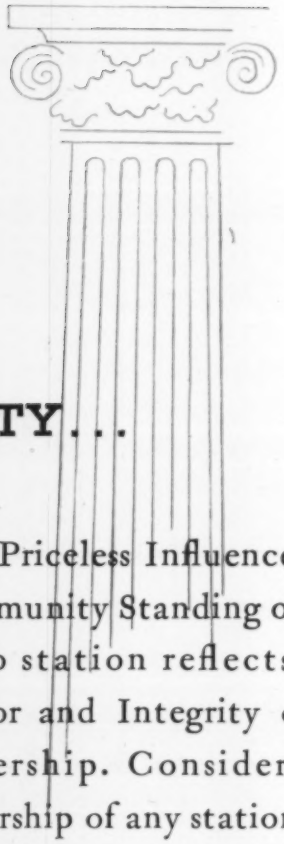
DULUTH
WEBC
SUPERIOR

Has Radio Advertising helped to increase the Sales of Arco COFFEE?

Yes!

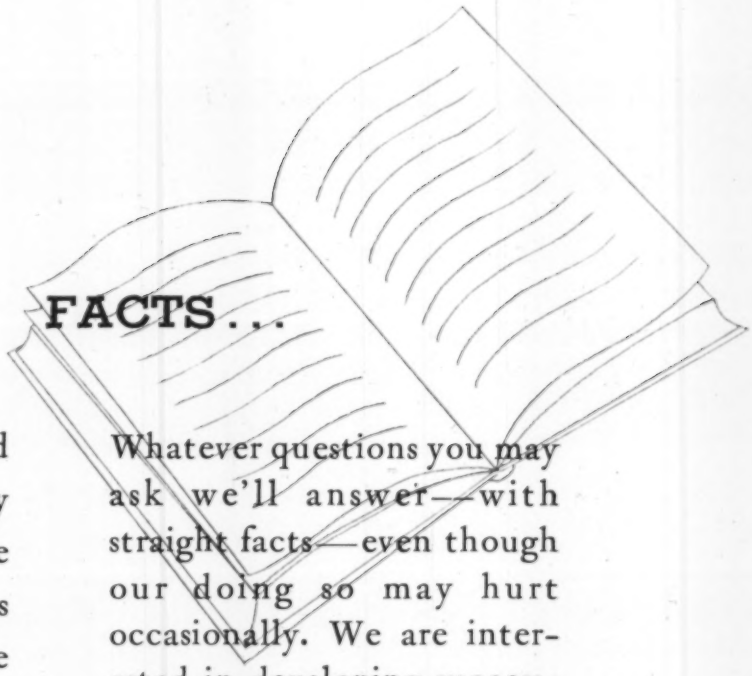
——SAYS G. A. ANDRESEN, of the Andresen-Ryan Coffee Company. Seven years ago, Arco Coffee broadcast its first program over WEBC. Today and everyday, WEBC tells the large Northwest audience of Arco's goodness.

HEAD OF THE LAKES BROADCASTING CO.
SUPERIOR DULUTH



INTEGRITY . . .

The Priceless Influence and Community Standing of any radio station reflects the Honor and Integrity of its ownership. Consider the ownership of any station before you buy. It is a major factor in building and retaining goodwill for advertisers.

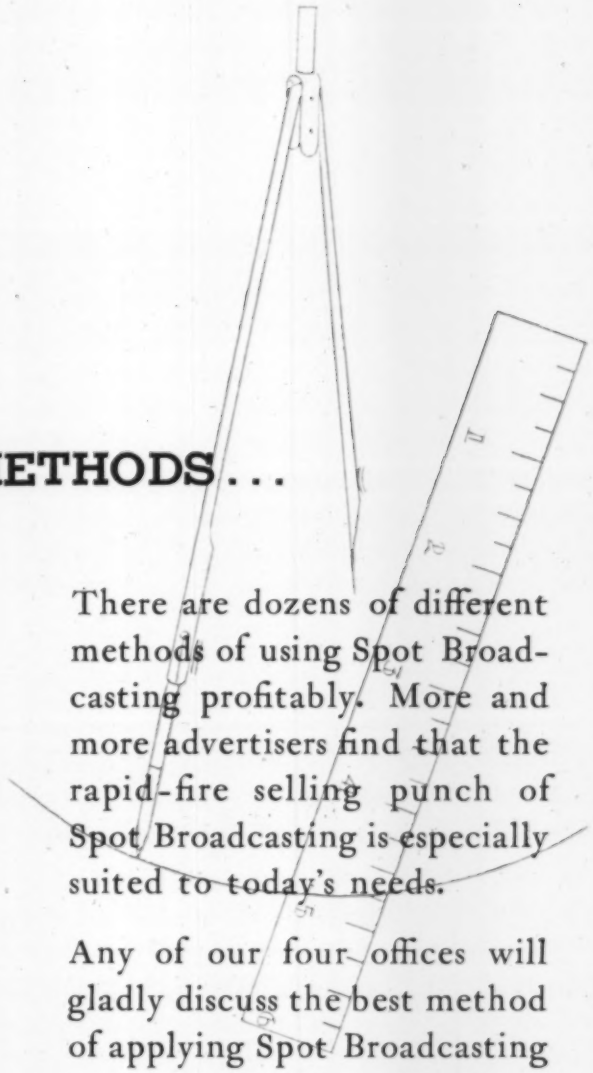


FACTS . . .

Whatever questions you may ask we'll answer—with straight facts—even though our doing so may hurt occasionally. We are interested in developing successful, permanent Spot Broadcast advertising campaigns —rather than splash campaigns.

THE PRINCIPLE UPON WHICH EDWARD PETRY & COMPANY, INC., OPERATES MEETS WITH THE APPROVAL OF THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

XUM



METHODS . . .

There are dozens of different methods of using Spot Broadcasting profitably. More and more advertisers find that the rapid-fire selling punch of Spot Broadcasting is especially suited to today's needs.

Any of our four offices will gladly discuss the best method of applying Spot Broadcasting to your individual selling problems, and furnish pertinent data concerning any of these stations, which have been so vitally prominent in many successful Spot Broadcasting campaigns.

Atlanta	WSB
Baltimore	WFBR
Birmingham	WBRC
Buffalo	WBEN
Cleveland	WGAR
Dallas	WFAA
Denver	KLZ
Detroit	WJR
Fort Worth	WBAP
Hot Springs	KTHS
Houston	KPRC
Indianapolis	WFBM
Kansas City	WDAF
Louisville	WHAS
Memphis	WMC
Milwaukee	WTMJ
Nashville	WSM
New Orleans	WSMB
Norfolk	WTAR
*Portland	KGW
*Portland	KEX
St. Louis	KSD
Salt Lake City	KSL
San Antonio	WOAI
*Seattle	KOMO
*Seattle	KJR
Shreveport	KTBS
*Spokane	KHQ
*Spokane	KGA
Tampa	WDAE
Tulsa	KVOO
Wichita	KFH

*Indicates stations located in same city are under same management.

Represented exclusively throughout the United States by

EDWARD PETRY & CO., Incorporated

NEW YORK CHICAGO
DETROIT SAN FRANCISCO

XUM

BROADCASTING
and
Broadcast Advertising

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F. C. TAYLOR, Advertising Manager

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The Eagle Snorts

THE NRA is here to stay. That means the broadcasting industry will operate under the ecnomic laws set up in its code as a permanent proposition. It means, too, that the bad actors and misfits of the business must mend their ways—or else get out.

The code, with its stringent trade practice provisions, is far from ideal and is no bed of roses even for the stations which have always hewed to the line. In the long run, however, it will result in general good. Moreover, inequitable provisions can always be altered.

Radio's Code Authority, to use the NRA vernacular, means to "crack down" on violators. It can do that with full vigor now, since it is cloaked with broader powers than ever before. And Chairman Shepard has made compliance the first order of business. James W. Baldwin, capable executive officer of the board, can be relied upon for energetic action.

The broadcasting industry has not lagged in employment. As a matter of fact, it has shown an increase over its all-time peak both in employes and weekly payrolls. Therefore, unlike other industries, the problem is not of hours and wages, but of compliance with the trade practice provisions, which means elimination of rate-cutting, per inquiry business and sharp-shooting for competitors' accounts by unethical means.

From the beginning of the industry, there has been a disreputable group of broadcasters who have flaunted regulations and ignored ethical standards. That the Code Authority is having its troubles with this group, was evidenced in the refusal of 71 stations to comply with the request for rate cards. The NRA has taken that matter in hand.

It is this class of station which has given the industry an unsavory flavor in the eyes of the public, advertisers and agencies. Until the Code Authority administers a knock-out punch to one or more of them, they will continue to lead their useless existences. That punch is en route. After it is delivered—and someone feels the blow—the rest should be relatively easy.

Work Well Done

FOOD, drugs and cosmetics legislation, it now seems assured, will pass at this session of Congress. But the Copeland (nee Tugwell) bill, which has administration endorsement, is a far different measure from the original Tugwell bill which would have all but confiscated several basic industries and virtually have prohibited the advertising of many commodities.

The Copeland bill is still in committee. It, and its two predecessors, have been there since last fall, thanks to the effective and essential action of opponents. It has been stripped of practically all objectionable features insofar as advertising media are concerned, although it still has its shortcomings. These unquestionably will be ironed out on the floor of Congress in view of the opposition, aroused mainly by manufacturing rather than advertising groups, that still exist.

Withal, it appears that the Copeland bill, after perhaps a fourth revision, will get through the Senate only mildly objectionable to advertising groups. It will still have to negotiate the House prior to the tentatively scheduled adjournment this May, and that will require a degree of celerity seldom seen in Congress on legislation of such importance. Proponents are relying upon White House intervention to speed things up.

A radio joker crept into the last revision of the Copeland bill, as reported elsewhere in this issue. The esteemed Senator says it has been misconstrued and will not work a hardship on radio. He says he won't change it. But there are 95 other Senators!

Manufacturers and agencies, it is now apparent, will be able to continue their substantial use of radio time to advertise foods, drugs and cosmetics—advertising that has produced amazing results for them.

To "Sweeten" Radio

THERE IS considerable talk these days among set manufacturers about "high fidelity" radio receiving sets. It does not sound important to the business of broadcasting. But it is.

At present, the average radio receiver has a frequency range from 150 to about 3,000 cycles. That means that high and low notes are cut off; that the listener does not get the quality of reception he should, or of which radio is capable.

Broadcasters long have bewailed the fact that they send music into the air "sweet" by virtue of expensive and highly precise equipment only to have it picked up "sour" by cheap receivers. With high fidelity receivers, capable of picking up the low bass notes of the bull fiddle all the way up to the high "C's" of the piccolo, or from about 50 to 7,000 or 8,000 cycles, the public's appreciation of radio would be enhanced immeasurably.

High quality reception would mean more listeners, better satisfied. The listeners would pay the difference in price for the better sets after listening to demonstrations. Most important, it would add listeners in the higher salaried brackets—like those who go to operas—because there is little difference between hearing a performance in an opera house and a radio performance over a high fidelity receiver. It is the kind of circulation the station, the advertiser and the agency wants.

The NAB and the Institute of Radio Engineers are urging high fidelity sets to replace the cheap cigar-box, midgets and whatnots. Manufacturers, who exist because of what the broadcasters put on the air with the aid of advertisers and their agents, should see the light and begin building musical reproducers rather than gadgets.

The RADIO BOOK SHELF

ONE OF the most thorough studies of a station's coverage ever conducted is explained in "Listening Habits in Greater Milwaukee," a brochure prepared from data gathered as a result of 50,000 interviews with radio set owners by the research bureau of the MILWAUKEE JOURNAL, owner and operator of WTMJ.

For a solid month an "on-the-spot" survey was conducted, comprising 10,032 telephone calls and 8,000 personal calls at all hours of the day. Two major questions were asked: "Is your radio set turned on now?" and "To what station?"

At the same time Crossley, Inc., was commissioned to make an independent survey based on 1,400 interviews. In addition tabulations were made on the returns of 1,000 postal cards and with the answers to 29,800 questionnaires. Technical figures on power coverage were furnished by Jansky and Bailey, Washington consulting engineers, who were engaged to map the primary and secondary coverage areas of WTMJ.

Complete charts and tabulations are presented to show the exact returns from all of these investigations.

A STUDY that should prove interesting to broadcasters because of the vast possibilities that a universal language would open to radio is *Cosmopolitan Conversation*, a discourse on the language problem of international conferences, by Herbert Newhard Shenton, professor of sociology at Syracuse University (Columbia University Press, N. Y., $7.50). Beginning with a suggestion that development in communications, particularly radio, has shown the need for an international language, Prof. Shenton presents a very detailed analysis of the language problem as it relates to international conferences. The book offers no solution to the language enigma but is written in the belief that a problem well stated is half solved.

A LARGE section of RAE, annual radio personality book published in St. Louis, is devoted to photographs of talent at WIL. Other stations which have similar sections in the yearbook are KSD, KMOX, KFUO and KWK.

We Pay Our Respects To—

LLOYD CREIGHTON THOMAS

IT WAS just a year and a half ago that the NBC decided to handle national spot and local sales for its 15 owned and operated stations through a central sales organization. And it was precisely at that time that it called upon Lloyd Creighton Thomas to move from Pittsburgh to New York to establish the NBC Local Service Bureau—an organization now well known in the business of broadcasting. Next month this bureau also invades the transcription field.

One does not have to go into the radio records very deeply to ascertain why NBC drafted Lloyd Thomas to organize this unit. He is one of radio's relatively few ten-year-men who knows the business from the practical side. Unlike those ambitious youths who followed Greeley's advice and went west, Lloyd started out west and made good in the east. Successively, he has been a newspaper man, chamber of commerce manager, state legislator, station manager, general commercial manager for the four Westinghouse stations and now manager of the NBC service bureau.

Lloyd Creighton Thomas was born at Elwood, Gosper County, Neb., on July 8, 1889, now being in his forty-fifth year. He was educated in Nebraska county and town grade schools and at a denominational seminary, completing his studies at the Boyles Business College in Omaha.

In 1908, when only 19, young Thomas bought a weekly newspaper at Alliance, Neb., which he edited and managed for sixteen years, building it up until it became the largest weekly in the state. Intensely interested in civic affairs, he earned a reputation for his progressive civic and state enterprises. From 1917 to 1918 he served as a member of the state legislature.

Because of this activity, he was selected by the Chamber of Commerce of Hastings, Neb., as its secretary-manager in September, 1923, the same month that Westinghouse established KFKX as a "repeater station" for KDKA, Pittsburgh. This radio thing fascinated Lloyd. He soon persuaded Westinghouse and the Hastings Chamber of Commerce to allow him to devote part of KFKX's time to local broadcasting. Shortly thereafter KFKX became a full-fledged station rather than simply a repeater.

In his work Mr. Thomas happened across a young musician in Hastings—one William G. Hay, who sold pianos, musical instruments and sheet music for a local shop and directed the choir in the local Methodist Church. Perhaps you recognize this fellow as Bill Hay, of Amos 'n' Andy fame. Thomas hired him as program director of KFKX, and Hay scouted talent for hundreds of miles around. Under the energetic direction of Thomas and the capable programming of Hay, KFKX, in those pioneering days, became one of the most widely listened to stations in the country. Later it was combined with KYW, Chicago Westinghouse outlet.

Hay's reputation brought him an offer from a new station in Chicago—WGN. He accepted. Mr. Thomas remained at KFKX until February, 1927, when he was called to Pittsburgh to take over the general commercial managership of KDKA, WBZ, WBZA and KYW, a post he held for five years. At Pittsburgh, among other things, he inaugurated the "Far Arctic" broadcasts each winter, as well as the broadcasts to the Byrd expedition in 1928 and 1929.

Mr. Thomas' ability as a public speaker and his pioneering work in broadcasting have made him much in demand at public gatherings. He has talked about the "Romance of Radio" in many cities before advertising organizations and luncheon and civic clubs.

Lloyd still retains his love for his home state and, although stationed 1,700 miles away, he takes pride in his big ranch in Pine Ridge, near Crawford, Neb., where on 3,000 acres grazes a large herd of white face Hereford beef cattle and other live stock. A portion of the ranch is cultivated. His hobbies are fishing, hunting and still and motion picture photography. He has five radio sets in his home at New Rochelle, N. Y. He was married in 1908 to Miss Belle M. Liveringhous. They have no children.

Having always retained his interest in civic and fraternal affairs he is a Scottish Rite Mason and Shriner and belongs to the Odd Fellows, Knights of Pythias, Eagles, Elks and United Commercial Travelers. He belongs to the Lions and Advertising Clubs of New York and attends the Methodist Church.

PERSONAL NOTES

PURNELL H. GOULD has been appointed commercial manager of WFBR, Baltimore, succeeding Jack Stewart. He has been commercial representative of WBAL, Baltimore, for several years, and prior to that was on the advertising staff of TIME Magazine.

H. J. MAXWELL, auditor and office manager of NBC in San Francisco, has been appointed to the post of assistant western manager, succeeding C. L. McCarthy, who recently joined KFI, Los Angeles, as assistant general manager. F. V. Dallett has been promoted to Mr. Maxwell's old post.

HOWARD S. MEIGHAN has resigned as vice president of Scott Howe Bowen, Inc. He has not announced his future plans. He was formerly with J. Walter Thompson Co., New York.

AMONG out-of-town radio notables attending the White House Correspondents Association's annual dinner in Washington March 3 were: David Sarnoff and Frank Wozencraft, RCA; M. H. Aylesworth, John C. Royal, Frank E. Mason and F. M. Russell, NBC; Edward Klauber, Henry Bellows, M. R. Runyon, Harry C. Butcher, Paul White and J. C. Gude, CBS, and Alfred J. McCosker, WOR.

DR. WILLIAM H. VOELLER, vice president of the Conquest Alliance Co., Inc., has returned to New York after a three months' visit in San Juan, Puerto Rico, during which time he supervised a survey of radio conditions in Puerto Rico.

CHAIRMAN E. O. SYKES of the Radio Commission returned to his office March 6 after having undergone a minor operation to relieve a skin inflammation. He is still under his doctor's care.

R. H. HYDE, Radio Commission attorney, and Mrs. Hyde, are parents of a 7 pound 13 ounce son, born March 1. It is their third boy, the others being 7 and 4 years old.

COL. RICHARD C. PATTERSON, executive vice president of NBC, spent the latter part of February and early March on the Pacific coast on a good will tour of NBC coastal stations.

HARRY SHAW, owner of WMT, Waterloo, Ia., has been elected chairman of the Iowa State Recovery Board, having served as its secretary since its inception last year. He is also NRA administrator for the third Congressional district in Iowa and chairman of the Blackhawk Compliance Board as well as government member of the Code Authority for the broadcasting industry.

EARLE C. ANTHONY, owner of KFI-KECA, Los Angeles, is on a vacation trip in Honolulu. He expects to return late in March.

CALVIN J. SMITH, chief engineer of KFAC-KFVD, Los Angeles, has been appointed general manager, succeeding George Moskovics, who has returned to his former post of sales manager.

JACK L. KAUFMAN, general manager of WCAE, Pittsburgh, returned to his office March 3 after nearly a month in Miami, where he vacationed with his son, Frank.

JUDGE IRA E. ROBINSON, former chairman of the Radio Commission now engaged in the practice of law in Washington, on March 2 announced removal of his offices from the Shoreham Building to the Tower Building. Associated with him are Elmer W. Pratt, former examiner of the Radio Commission, and Fred S. Schow and Eugene Meacham, tax specialists formerly with the Internal Revenue Bureau.

JOHN SHEPARD, III, president of the Yankee Network, left Washington March 11 for Palm Beach, Fla., for a three weeks' vacation. He was in Washington attending the conferences of the Code Authority, of which he is chairman. His father is mayor of Palm Beach.

WILLIAM P. BEVILLE, formerly general advertising manager of the New Orleans States, has joined the commercial department of WWL, New Orleans

JAMES C. ROSS, for four years a member of the commercial staff of WWJ, and prior to that a member of *The Detroit News* display staff, has been named commercial manager of WWJ. Mr. Ross' advertising experience dates back about 10 years, when he entered the outdoor advertising field.

JAMES P. LANDIS, formerly classified advertising manager of the *Scranton Republican*, Scranton, Pa., has recently joined the commercial staff of WGAL, Lancaster, Pa.

GERREE TeGROEN has rejoined the administrative staff of KMPC, Beverly Hills, Cal., after an absence of a year.

CAPT. IAN WEBB, former commercial manager of KMPC, Beverly Hills, Cal., has joined the sales staff of KGER, Long Beach.

DR. LEON LEVY, president of WCAU, Philadelphia, has returned from a trip to Florida.

BESSIE TRAUB, formerly with the Byers Recording Laboratories, New York, has joined the commercial staff of WBAL, Baltimore.

HORACE LOHNES, Washington radio attorney, returned to Washington March 5 after attending the funeral of his mother, who died in Dayton, O.

BEHIND THE MICROPHONE

LAURENCE W. HAMMOND, formerly of WLWL, Cincinnati, has been made production manager of WNEW, Newark. Two announcers to join WNEW are Thrall Webb, formerly of WAAM, Newark, and Roger Krupp, formerly of KFI, Los Angeles.

ROSSELL GARCEAU has been transferred to the NBC announcer staff in San Francisco, following the resignation of John Woodburn, producer.

CLEM McCARTHY, sports broadcaster, has been chosen as daily sports news reviewer of WINS, New York, following the retirement of Ford Frick, now an executive of the National League.

BOB WILSON, announcer of WADC, Akron, Ohio, won a popularity contest staged in connection with a local show of radio entertainers Feb. 25.

RAY LARGAY, who has had eight years experience in Hollywood, has been named dramatic director of WHBL, Sheboygan, Wis.

TED MOORE, production manager at WCAU, Philadelphia, is recovering from a minor accident.

BETTIE GLENN, formerly with the NBC publicity department at New York, has joined WNEW, Newark.

JAMES VARDAMAN WILLSON, chief announcer of WWL, New Orleans, has been promoted to production manager, and Henry Dupre has been promoted to chief announcer.

STEVE WILHELM, who has served as sports announcer, continuity chief, and played the "Mr." in the popular "Mr. and Mrs." feature sponsored by the Noblesville Milling Co., has been named production manager of WKBF, Indianapolis.

ALICE WARD, free lance writer, has joined the copy writing staff of KDYL, Salt Lake City. Bill Post, several times district Atwater Kent winner, has returned to KDYL as the "Willard Cavalier."

"Gateway to the Gold Fields"

THE RUSH IS ON

The only "Chain" station in Southern Colorado

Population 1,008,940

ARCH McDONALD, for the last three years sports reviewer for WDOD, Chattanooga, Tenn., on March 1 joined WJSV, Washington, and has been succeeded by Frank Lane. Otis Devine, formerly with WFDV, Rome, Ga., has joined the announcing staff of WDOD.

MAURICE MILLER, formerly on the editorial staff of the *Philadelphia Record* and other papers, is now in charge of continuity and dramatics for WGAL, Lancaster, Pa. Mr. Miller, who has been identified in the advertising agency business, directs the WGAL players each Friday evening.

RICHARD SCOTT, for two years staff announcer and tenor at WWL, New Orleans, has been added to the announcing staff of KGFJ, Los Angeles. He takes the place of John Kennedy, who resigned to go on the stage.

HAL BURGER, production manager of KFAC, Los Angeles, has resigned and has taken his nightly "In-Laws" skit over to KNX, Hollywood.

BURTON BENNETT, announcer at KFAC, Los Angeles, has been appointed program and production manager of KFAC, Los Angeles, and KFVD, Culver City.

FORTHCOMING weddings in Los Angeles: Bill Goodwin, KHJ announcer, and Paula Winslow in May; Mark Breneman, announcer at KFAC, and Alma Mott, in March.

BOB MORRELL, relief announcer at KHJ for several months, has been added to the regular staff of KMTR, Hollywood.

"LOVE In My Heart" is the tile of a song recently written by George Kelly, program director at WDEL, Wilmington, Del.

CHARLIE FLAGLER, formerly of WHAS, Louisville, and WKBF, Indianapolis, is now doing his all-request programs over KSO and WOC-WHO, Des Moines.

BERNICE FOLEY, director of continuity for the Olesen sound studios, Hollywood, has written a course in radio writing which she will give at the Hollywood School of Creative Writing, 1558 North Vine St., Hollywood. The series will also be issued as a correspondence course.

JOHN FRAZEE, sportcaster on WSCO, Charlotte, N. C., has been named track coach at Charlotte Tech High School.

ROSCOE GILMORE STOTT, author, lecturer and poet, is now appearing weekly on WCKY, Cincinnati, in "Our Times in Rhymes."

MAX GRAF, of Titan Productions, San Francisco, made a flying trip through interior California and Nevada on a survey of radio station listening radius, late in February.

RUSS JOHNSTON, announcer at KFAC-KFVD, Los Angeles, has written a radio novel called "Bedlam," which he expects to publish this summer. It has been written around the trials and tribulations of radio studio life and handles radio in a light vein.

ADAM REINEMUND, formerly of KOIL, Council Bluffs, Omaha, is now with the Musical Vaughns, announcing their program which has been signed by WIBW, Topeka, Kan.

LARRY HARDING has joined the staff of CBS, New York, as announcer and producer. He formerly announced for WFBR, Baltimore, and in 1931 for CBS. Also added to the production staff at CBS headquarters is Walter Podesta.

EDMUND LYTTON, chief announcer at KTM, Los Angeles, who returned to his desk in February after a serious illness, has suffered a relapse and gone to the desert for the next four or five months. Dick Licence has returned as his substitute.

GLENNON HARDY, former announcer at KMTR, Hollywood, has joined KNX in similar capacity.

GAYNE WHITMAN, male lead in the "Chandu" cast, has done the narration for "City of Wax" talkie for Educational Pictures.

EARL HODGINS, who depicts the part of the physician in the weekly Hi-Jinks at KFWB, Hollywood, will get the part of the circus spieler in "Sawdust", Warner picture starring Joe E. Brown.

JAMES McCLAINE has joined the announcing staff of WFAA, Dallas.

Two Anniversaries

TWO SOUTHERN CALIFORNIA stations celebrated their birthdays early in March with gala programs. KFWB, Hollywood, observed its ninth birthday on March 4, and KFOX, Long Beach, celebrated its tenth anniversary on March 5. Hal. G. Nichols, part owner and an announcer on KFOX, has been at the microphone since the station's inauguration.

A NEW station at Sheridan, Wyo., to operate unlimited time on 1370 kc. with 100 watts was authorized Mar. 2 by the Radio Commission. The licensee is Big Horn Broadcasting Co., R. E. Carroll, owner. It was granted without a hearing.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
474 Monadnock Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

IN THE CONTROL ROOM

WILLIAM C. ELLIS, an engineer formerly in the control room of WFAA, Dallas, has been promoted to production manager of WFAA, succeeding Oliver Reihl, formerly of the NBC in Chicago, who is now with WSM, Nashville.

NOBORU MARUMO, chief engineer of the Osaka Division of the Broadcasting Corporation of Japan, which operates Nippon's only network (30 stations), was a guest of the NBC recently. Mr. Marumo has visited NBC stations in San Francisco and Chicago as well as WBZ in Boston.

JIMMIE BROWN, operator of KFAC-KFVD, Los Angeles, has been named chief engineer, succeeding Calvin J. Smith, who has become general manager. Bruce Piersall, formerly of KHJ, has been added to the staff.

RUSSEL LIGHTY, formerly of WHA, WTMJ and WCLO, has been named chief engineer of WHBF, Rock Island, Ill.

WALTER MARSH, for the last five years in the sound department of the M-G-M studios at Culver City, Cal., has joined the Olesen sound studios, Hollywood, as a technician.

ODES E. ROBINSON, associated with Manager "Plug" Kendrick as an engineer of the old WFIW, Hopkinsville, Ky., has been named chief engineer of WKBF, Indianapolis.

J. H. McGOWAN, of the Hygrade Sylvania Corp., Newark, has been assigned a new and larger territory, including all of Nebraska and Iowa. He will continue to work out of the Minneapolis office and to sell both Hygrade lamp bulbs and Sylvania radio tubes.

MEL WILLIAMSON, formerly with KMTR, Los Angeles, early in March became a remote control announcer for KHJ, Los Angeles.

Freeman Lang Seeking "Perfect Radio Voice"

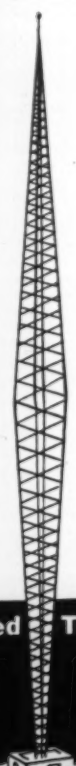
FREEMAN LANG, Hollywood transcription producer, has started out to find Southern California's most perfect radio voice from a technical angle, one that is perfect for reproduction and with fine vibration. The oscillograph will be used to analyze the wave form. Judges will include Douglas Shearer, chief recording engineer for M-G-M; K. G. Ormiston, chief technician of KNX; E. K. Barnes, former program director at KHJ; Ben McGlashan, operator owner of KGFJ, and Mr. Lang. The two winners (man and woman) will be awarded a framed certificate of award. In addition each will receive the original master record. Judges will autograph, and Columbia Phonograph and Radio Co. will etch the signatures on the original master recording.

Radio War Abroad

THE LONDON press reports that the British and French stations recently tried unsuccessfully to "jam" what they consider Soviet propaganda broadcasts from Moscow but that the Russian station increased its power sufficiently to overcome the interference. Moscow contended that the broadcasts were but lessons in English for Russians.

WSM is the heart and soul of any plan designed to cash in on the South's new and astonishing spending power.

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO



Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

HERE IT IS!

. . . Announcing the availability of a legitimate news service for use by broadcasters.

For Information Wire or Write

CONTINENTAL RADIO NEWS SERVICE, INC.

(Formerly Advance News, Inc.)

Suite 222 Maryland Bldg.

WASHINGTON, D. C.

Telephone NAtional 9198

H. R. DANIEL, President and General Editor

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WWL, New Orleans: United Remedies Co., Chicago (Germania herb tea, Acidine, Peruna and Kolorbak), hour dance music 6 nights weekly, 52 weeks, thru Heath-Seehof, Chicago; Willard Tablet Co., Chicago, six 15-minute hillbilly programs weekly, 52 weeks, First United Broadcasters, Chicago; Sterling Casualty Insurance Co., Chicago, six 15-minute programs weekly, 52 weeks, First United Broadcasters, Chicago; BC Remedy Co., Durham, N. C., nightly 5-minute sports periods, 13 weeks, Harvey Massengale Co., Durham; Armand Co., Des Moines (cosmetics), two 5-minute transcriptions weekly, 13 weeks, Reincke-Ellis-Younggreen & Finn, Chicago; Stanback Co., Salisbury, N. C. (headache powders), 6 studio quarter hours weekly, 13 weeks, J. Carson Brantley Co., Durham; Howell Co., New Orleans (remedies, extracts, and cosmetics), Rajput transcription series, 2 nights weekly, 26 weeks, Pritchard & Thompson, New Orleans; Crazy Water Crystal Co., six 15-minute morning programs weekly, 52 weeks, direct; Dr. Tichenor Co., New Orleans (antiseptic), nightly transcriptions, 26 weeks; Merold Johnson, Des Moines (contest), 6 announcements weekly, Heath-Seehof, Chicago; Fehr Baking Co., Houston, Tex. (cookies and cakes), 6 announcements weekly, direct; Pan American Petroleum Co., New Orleans, 3 studio programs weekly, 27 times, Fitzgerald Advertising Agency, New Orleans; Monticello Nurseries, Monticello Fla. (pecan trees), 6 announcements weekly, 12 times, direct.

KDYL, Salt Lake City: Fred Fear & Co., Newark (Chick-Chick Easter egg dyes), 13 announcements to March 20, thru Menken Advertising Co., New York, and SHB; Willard Tablet Co., Chicago, 3 studio programs weekly, 39 times, First United Broadcasters, Chicago; Numismatic Co., Ft. Worth, Tex. (coins), Max Wehl's coin talks, Sundays, 13 times, Guenther-Bradford Co., Chicago; Gillette Safety Razor Co., 2 WBS transcriptions weekly, 52 time renewal, Ruthrauff & Ryan, New York; Knox Co., Kansas City (Cystex), weekly transcriptions, 13 times, Allen Smith Advertising Co., Kansas City; Fawcett Publications, Minneapolis (True Confessions Magazine), weekly announcements, Critchfield-Graves Co., Minneapolis; Union Pacific Co., Omaha (railroad and bus lines), 52 nightly announcements, L. S. Gillham Agency, Salt Lake City, and Ernest Bader Co., Omaha; Oneida Silverware Co., Oneida, N. Y., 52 announcements, A. T. Sears & Sons, Chicago.

KNX, Hollywood: United Remedies, Chicago (Kolorbak, Peruna, etc.) hour program, 6 days weekly, 52 weeks, direct; Pathfinder Magazine, Washington, D. C., participation in barn dance, 52 weeks, First United Broadcasters, Chicago; J. C. Eno, Ltd., New York (Eno salts) "Crime Club" transcriptions, twice weekly, 26 weeks, N. W. Ayer & Son, N. Y.; Gillette Safety Razor Co., Boston, 26 announcements, Ruthrauff & Ryan, N. Y.; Standard Oil Co., San Francisco, time signals, 3 months, McCann-Erickson, San Francisco; Pioneer Maple Products, Minneapolis (maple syrup) 2 morning hours weekly, 3 months, McCord Co., Minneapolis; Beech-Nut Packing Co., quarter hour transcriptions, 3 times weekly, 78 programs, McCann-Erickson, N. Y.

WCAU, Philadelphia: Carleton & Hovey Co., Lowell, Mass (Father John's medicine) 3 announcements weekly, thru John W. Queen, Boston; Waters-Genter Co., Minneapolis (Toastmaster) 13 one-minute transcriptions, Cramer-Krasselt Co., Milwaukee; Gillette Safety Razor Co., Boston, 46 one-minute transcriptions, Ruthrauff & Ryan, N. Y.; Schenley Products, New York (Silver Wedding Gin) 15 minutes, 5 days weekly, 52 weeks, Radio Promotion Corp., Philadelphia; P. Duff & Sons, Inc., Pittsburgh (gingerbread mix) 5-minute transcriptions 3 days weekly, 13 weeks, Batten, Barton, Durstine & Osborn, N. Y. C.; United Air Lines, Chicago, 10 five-minute transcriptions, McCann-Erickson, Chicago; Florida Citrus Advertisers Ass'n., Winterhaven, Fla. (grapefruit) 12 announcements weekly, 2 weeks, SHB; International Salt Co., Scranton, Pa., 4 announcements, Simpers Co., Philadelphia.

WMAQ, Chicago: Kosto Co., Chicago (powdered dessert) studio program 15 minutes, twice weekly 26 times, thru Guenther-Bradford, Chicago; Gillette Razor Blade Co., 15 minute transcription, 6 days weekly, 26 times, Ruthrauff & Ryan, N. Y.; Feltman & Curme Shoe Stores, Chicago, 15 minute studio program, 52 times, Kirtland-Engle, Chicago; Bunte Brothers, Chicago (candy) 15 minute studio program, 3 times weekly 39 times, Fred A. Robbins, Chicago.

WHBL, Sheboygan, Wis.: Fels & Co., Philadelphia (Fels Naptha soap) news review, 3 times weekly, 117 times, thru Young & Rubicam, N. Y.

KDKA, Pittsburgh: Duquesne Brewing Co., Pittsburgh (beer and ale) renewal, quarter-hour weekly programs featuring Silvertoppers, 13 weeks, thru Walker & Downing, Pittsburgh; Toma, Inc., Ligonier, Pa. (stomach remedy) daily weather reports through February, 1935, W. S. Hill Co., Pittsburgh; Frank & Seder, Pittsburgh (department store) 20 five-minute broadcasts from store's style show, featuring Tommy Riggs, direct; Gillette Safety Razor Co., 27 one-minute transcriptions during March, Ruthrauff & Ryan, New York; Numismatic Co., Ft. Worth (coin collectors) 4 quarter-hour evening periods during March, Guenther-Bradford Co., Chicago; Commercial Milling Co., Detroit (Henkel's flours) renewal, six participations in KDKA Home Forum, Karl Behr, Detroit; Simplicity Patterns Co., New York City (dress patterns) 6 quarter-hour daytime periods in March and April, N. W. Ayer & Son, N. Y.

WROL, Knoxville, Tenn.: Pure Oil Co., Chicago, 3 quarter hour programs weekly, 13 weeks, thru Freitag Advertising Agency, Atlanta, Ga.; Wayne Knitting Mills, Fort Wayne, Ind., 26 one-minute announcements, direct; Watch Tower Society, New York, half hour broadcast March 25 on special coast to coast hook-up; American Walkathon Co., two quarter hour programs per day for 13 weeks.

GILLETTE SAFETY RAZOR Co., Boston, on March 2 renewed Henry Burbig and Rhythm Boys on WEAF, New York, Mondays, Wednesdays and Fridays, 6.45-7 p. m., EST, thru Ruthrauff & Ryan, N. Y.

"ETHER MAIL SERVICE"—Audible letters are sent to the Byrd Antarctic expedition at Little America on a fortnightly schedule by the General Electric Co. at Schenectady. By way of Station W2XAF, pictured above, short wave adjunct of WGY, messages from friends and relatives of members of the expedition are read every two weeks over the station. Using a directional antenna, the station gets into the icy wastes of the Antarctic with good signal strength.

WLS, Chicago: Riverdale Products Co., Chicago (poultry mash) 24 announcements, thru Wade Advertising Agency, Chicago; Kitchen Art Foods, Chicago (Two-Minute dessert) renewed 5-minute programs 19 times, Rogers & Smith, Chicago; Evans Fur Co., Chicago (retail furs) renewed four 15-minute programs, Auspitz & Lee, Chicago; Chestnut Hatchery, Chestnut, Ill. (baby chicks) 6 announcements, direct; John C. Michael Co., Chicago (Mickey quilt patches) 13 five-minute talks, Broughton Advertising Agency, Chicago; Miller Hatchery, Bloomington, Ill. 13 announcements, Cramer-Krasselt, Milwaukee.

KFI, Los Angeles: Angostura-Wupperman Corp., New York (Angostura Bitters) studio program, once weekly, 13 weeks, thru McCarty Co., Los Angeles; California Figo Co., Los Angeles (beverage) health talks 3 times weekly, 13 weeks, Lockwood-Shackelford, Los Angeles; Walker Remedy Co., Waterloo, Ia. (Walko for chickens) 26 announcements, Weston-Barnett, Inc., Waterloo; Crazy Water Crystals Co., 52 transcriptions, twice weekly, Tom Wallace, Los Angeles.

KGW-KEX, Portland, Ore.: Walker Remedy Co., Waterloo, Ia. (poultry remedy) 26 minute announcements, thru Weston-Barnett, Inc., Waterloo; Hills Brothers, San Francisco (coffee) 26 five-minute transcriptions, N. W. Ayer; Fawcett Publications, Minneapolis (True Confessions Magazine) announcements, Critchfield & Graves Co., Minneapolis.

WHP, Harrisburg, Pa.: Nyal Co., Chicago (Ucatone) 8 quarter hour transcriptions, thru Reincke-Ellis-Younggreen & Finn and A. T. Sears & Son, Chicago; Gillette Safety Razor Co., Boston, 104 one-minute transcriptions, Ruthrauff & Ryan, N. Y., and WBS; Maryland Pharmaceutical Co., daily weather reports, Joseph Katz Agency, Baltimore.

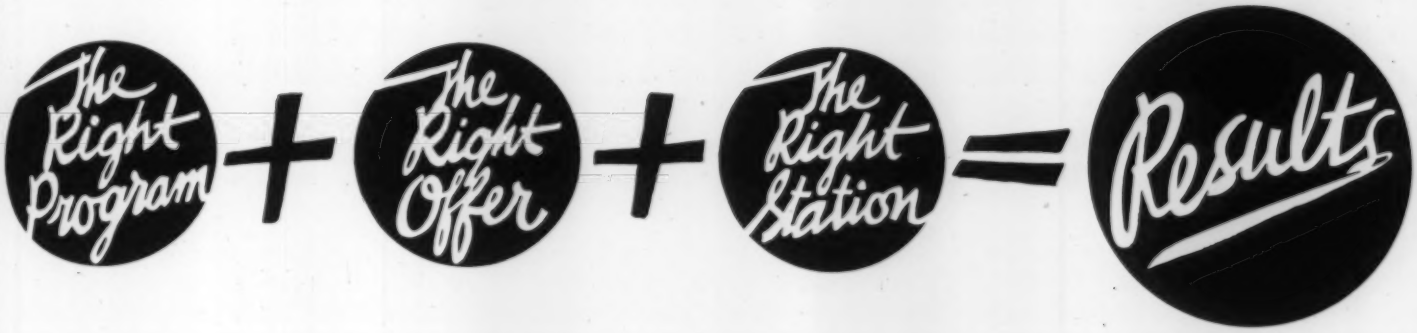
WJZ, New York: Proctor & Gamble Co., Cincinnati (Ivory Soap), renewal of Capt. Tim Healy's "Ivory Stamp Club." 3 quarter hours weekly, thru Blackman Co., N. Y.; Wilbert Products Co., New York (floor wax, etc.) on March 12 started Jack and Loretta Clemens, harmony team, 3 morning quarter hours weekly, N. W. Ayer & Son, N. Y.

WBAL, Baltimore: Waters-Genter Co., Minneapolis (Toastmaster) transcription announcements 3 times weekly, 13 times, thru Cramer-Krasselt Co., Milwaukee; International Salt Co., Scranton, Pa., 3 announcements, Simpers Co., Philadelphia; C. D. Kenny Co., Baltimore (Norwood coffee) renewal of weekly studio program, 8 weeks, direct.

KGER, Long Beach, Cal.: Chrysler Motors Corp., quarter hours 6 nights weekly and quarter hour twice weekly, transcriptions, thru Ruthrauff & Ryan, N. Y., and Campbell-Ewald Co., Los Angeles.

Shakeup at KTAB

IN A SHIFTING of executives brought about in early March, KTAB, Oakland, Cal., emerged with an entirely new lineup of officials headed by Wesley I. Dumm, local mortgage company head, who himself took the position of station manager succeeding Frank X. Galvin, resigned. Mrs. Irene Sorenson was appointed to the post of program director and Frank Wright to sales manager. Leo Rumsey, formerly with KGGC, was named chief announcer, succeeding Grant Pollock, who went with KFRC. Others who resigned along with Galvin are Peggy Jensem, traffic manager; Newell McMahan, continuity writer, and several artists.



When the radio program is right, when the gift offer is right and when the station is right – big mail response invariably goes hand in hand.

The daily experiences of many WOR advertisers offer convincing proof of this simple formula. The current cases (which we relate in the column on the right) show that WOR can and does produce real results for its advertisers when they follow the formula of "right program – right offer – right station". It's a combination that can't be beat.

A check of these mail results against any experiences you may be familiar with will show you why WOR is constantly being referred to in radio circles as "the producer station"!

For Example . . .

RUNKEL BROTHERS on 2 of their "Maverick Jim Dramas" broadcast on Feb. 26 and Feb. 27 offered to send a Horse Race Game to their radio listeners. Within one week over **35,000** requests were received. A check of the mail showed that a large percentage of the requests were from adults—men and women who enjoy listening to these dramas of the old southwest every bit as much as their children.

ALFRED W. McCANN, Jr., conducting the McCann Pure Food Hour (a WOR feature for the past 7 years) invited his house-wife listeners to write in for a Vitamin Chart. The twelve announcements made so far have brought in a total of **28,300** requests—and these from a serious-minded audience interested in food facts rather than entertainment.

I.V.C. PEARLS on their Sunday program, "Uncle Don Reads the Comics," announced a picture coloring contest. As a result of only three announcements over **25,000** requests were received for Uncle Don's Paint Book from kiddies who like to have their Sunday "News" comics read to them.

BROADCAST Corned Beef Hash, on WOR's early morning Gym Class program, conducted by John Gambling, offered listeners an exercise chart and recipes for "tempting hash dishes". Many thousands of WOR's early bird listeners wrote in. And many thousands of them also **bought Broadcast Hash**, as evidenced by the **400%** sales increase which this product has enjoyed in the New York market since the broadcasts were started 6 weeks ago.

WOR

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, N. J.

Chicago: Wm. G. Rambeau, 360 Michigan Ave.
Boston: James F. Fay, Statler Bldg.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

BAUER & BLACK, Chicago (Blue Jay Corn Plasters) on March 20 starts musical-dramatic program on 30 stations of NBC-WJZ network through April 27, with a repeat program after May 1 on 13 of the stations, Tuesdays and Fridays, 4:15-4:30 p. m., repeat to be at 5:15 p. m. Agency: Needham, Louis & Brorby, Inc., Chicago.

MOHAWK CARPET MILLS, Inc., New York, on March 20 starts "Mohawk Treasure Chest," with Don Allen's 15-piece orchestra and Howard Phillips, baritone, on 13 NBC-WEAF stations, Tuesdays and Thursdays, 10:30-10:45 a. m., with 5 stations added for Tuesday only. Agency: Batten, Barton, Durstine & Osborn, N. Y.

GHQ

for SUCCESSFUL

RADIO PROGRAMS

PROVED PRODUCTIONS: ••

"CHANDU" "BLACK & BLUE"
"OMAR KHAYYAM"
"COUNT OF MONTE CRISTO"
"GROWIN' UP"

NOW READY:

(Transcriptions or Live) • • •

"ALI OOP" "NINETY EIGHT"
"QUIET PLEASE"
"TAI UONG" "CRAZY QUILT"

IN PRODUCTION: • • •

"GOOFA BONGO"
"LARRY GRANT"
"AGUA CALIENTE TROUBADORS"
"BEAUTIFUL WOMEN"
"MARCO POLO"
"BLINKETY BLINK" and others

For preview auditions wire

EARNSHAW-YOUNG, Inc.

10,000 HOURS ON THE AIR

HOLLYWOOD
714 W. 10th St.

NEW YORK
1512 News Bldg.

CHICAGO
201 E. Delaware Place

PHILADELPHIA
Care Cox & Tanz, 324 Drexel Bldg.

COLGATE-PALMOLIVE-PEET Co., Chicago, on April 3 starts "Palmolive Beauty Box Theater," with versions of popular operettas, on 58 NBC-WEAF and supplementary stations, Tuesdays, 10-11 p. m. Agency: Benton & Bowles, N. Y.

McFADDEN PUBLICATIONS, Inc., New York (Liberty Magazine) on April 6 starts "Things I Shouldn't Tell," reminiscences and personalities by Fulton Oursler, editor, on 18 NBC-WJZ stations (with KWK added April 20), Fridays, 10-10:15 p. m. Agency: Stack-Goble Advertising Agency, N. Y.

CARNATION Co., Milwaukee (evaporated milk) on April 2 renews "Carnation" Contented Program, with Morgan Eastman's orchestra, Carnation Quartet, Gene Arnold and Lullaby Lady, on 40 NBC-WEAF and supplementary stations, Mondays, 10-10:30 p. m. Agency: Erwin, Wasey & Co., Chicago.

WM. R. WARNER Co., New York (Non-Spi) on April 25 starts an undetermined program on 25 NBC-WJZ stations, Wednesdays, 9:30-10 p. m. Agency: Cecil, Warwick & Cecil, N. Y.

NORTHWESTERN YEAST Co., Chicago (Magic Yeast, Yeast Foam) on March 18 renews "Yeast Foamers" with Jan Garber's orchestra on 54 NBC-WJZ and supplementary stations, Sundays, 3:30-4 p. m. Agency: Hays MacFarland & Co., Chicago.

F. W. FITCH Co., Des Moines (Fitch's shampoo) on March 25 renews Wendell Hall musical on 27 stations of NBC-WEAF and NBC-KGO networks, Sundays, 7:45-8 p. m. and 11-11:15 p. m., respectively. Agency: L. W. Ramsey Co., Davenport, Ia.

CORN PRODUCTS REFINING Co., New York (Linit) on April 9 renews Will Osborn and orchestra and Pedro De Cordeba on 17 CBS stations, Mondays, Wednesdays, and Fridays, 11:15-11:30 a. m., with rebroadcast during EDST at 12:15-12:30 p. m. Agency: E. W. Hellwig Co., N. Y.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt) on April 2 renews Buck Rogers program on 20 CBS stations, Mondays, Tuesdays, Wednesdays and Thursdays, 6-6:15 p. m., with rebroadcast at 7:30 p. m. Same sponsor for its baking powder on April 3 renews "The Mystery Chef" on 10 CBS stations, Tuesdays and Thursdays, 9:45-10 a. m. Agency: Ruthrauff & Ryan, Inc., N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee) on April 5 renews "Captain Henry's Showboat" on 52 NBC-WEAF and supplementary stations, Thursdays, 9-10 p. m. Agency: Benton & Bowles, N. Y.

NEW WORLD LIFE INSURANCE Co., Seattle, on March 11 started "Pages from the Book of Life" on the basic NBC-KGO network, program originating at KOMO, Sundays, 3:45-4 p. m., PST. Agency: Milne & Co., Seattle.

Mountain "Listening Post"

THIRTEEN "listening centers" are making available the educational programs of the University of Kentucky and other radio features to hundreds of Kentucky mountaineers this winter. Many of these under-privileged listeners never heard a radio program before the university installed the "listening posts."

The university provided the radio sets, most of which were donated, and placed them in community centers, schools, and in one case in a general store. A competent director is in charge of each set, and he operates the receiver on a definite schedule.

Each center must be kept open to the public and must tune in on all of the University of Kentucky programs save those broadcast late at night. The programs are carried by WHAS, Louisville. Directors are instructed to encourage interest in programs of a worthwhile character, but aside from the university series there is no requirement to confine listeners to any other programs.

Monthly reports, carrying the number of listeners daily, program desires of the listeners, and constructive criticism, are sent to the university from each center. Applications have been received by the university from numerous other communities that wish to establish listening centers and are awaiting donations to buy receiving sets at $25. Elmer G. Sulzer is director of the University of Kentucky's radio studios at Lexington.

NBC CHANGES: Luxor Ltd. "Talkie Picture Time" on 20 NBC-WEAF stations on April 8 shifts to Sundays, 4-4:30 p. m.; Cadillac Motor Co. "Cadillac Concerts" has extended its NBC-WJZ network period, Sundays, 6-7 p. m., four more weeks to April 8.

PROSPECTS

CHARLES H. TOUZALIN Agency, Chicago, has been named to place the advertising of the Chocolate Products Co., of that city (Kayo pudding, Kayo chocolate drink and Stillicious chocolate syrup). Radio with other media will be used.

GEM PRODUCTS CO., Camden, N. J. (Laundry Gems) has placed its advertising account with Paris & Peart, New York. Radio and other media will be used.

DR. MILLER CO., York, Neb. (beer) has appointed the Russell C. Comer Advertising Co., Kansas City, Mo., to place its advertising. Radio will be used with the other media.

GOLDEN AGE BREWERIES, Inc., Spokane, has named the Tomowske Advertising Agency, Spokane, to direct its advertising. Radio will be used along with other media.

JAY H. SKINNER ADVERTISING AGENCY, Houston, has been appointed to handle a radio and newspaper campaign for the cooperative citrus growers of the Rio Grande Valley of Texas in behalf of Texas Valencia oranges.

AMERICAN INVESTMENT CO. of Illinois, St. Louis, will use radio along with other media in a campaign to be handled by the St. Louis office of Ruthrauff & Ryan, Inc.

QUAKER OATS Co., Chicago (Puffed Rice and Puffed Wheat) has appointed Fletcher & Ellis, Inc., New York, to handle a new radio and newspaper campaign starting in April.

BREWING Corp. of America, Cleveland (Carling's ale and beer) will use radio with other media in a campaign to be handled by Meldrum & Fewsmith, Inc., Cleveland.

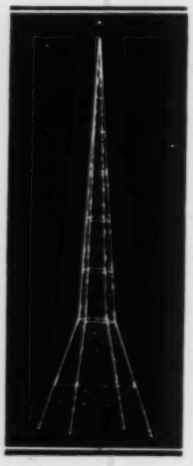
ARTHUR GODFREY, whose success on WJSV, Washington, was so great that he was engaged by CBS to contribute his extemporaneous humor to network programs from New York, also has been appearing as announcer on the Chesterfield programs, the "tobacco belt" quality of his voice having attracted the sponsor's attention.

FEATURES

On Transcriptions
Available to Stations and Agencies

Samples on Request

STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.



BUSINESS TODAY IS

ON THE SPOT—AND YOU PICK THE SPOT!

TAKE a look at this Tennessee Valley:

Millions being spent by the TVA in heavy construction; more millions poured in by government financing of household electrical equipment; more millions to cotton, wheat, corn-hog farmers; more millions by CWA and PWA; freight shipments 20% ahead of last year; retail sales 25% ahead; and COMPLETE MARKET COVERAGE THROUGH ONE ADVERTISING MEDIUM.

J. T. WARD, Vice President

WLAC Listening Area

(Minimum coverage figures from 1933 Price, Waterhouse Survey)

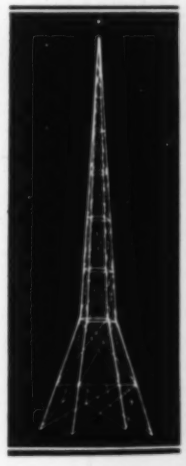
No. of counties	106
Urban population	521,343
Rural population	1,806,697
Total population	2,328,040
Total families	533,289
Radio homes	121,810
Radio listeners	438,517
Annual Retail Sales	$455,760,000

SCOTT HOWE BOWEN, Inc., National Representatives

"In the Heart of the Tennessee Valley"
Member Station
Columbia Broadcasting System

WLAC 5,000 watts

Owned and Operated by
Life and Casualty Insurance Company
Nashville, Tennessee



RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

A. E. JOSCELYN has become associated with the New York office of Free & Sleininger, Inc. He assumed this position after more than ten years in eastern advertising circles and will devote his time to contacting and selling in behalf of the group of stations for which Free & Sleininger provide representation.

RUSSELL B. WILLIAMS, formerly with the radio department of Erwin, Wasey & Co., Chicago, has joined the staff of Reincke-Ellis-Younggreen & Finn as head of that agency's radio department. Mr. Williams was with the Reincke-Ellis Co. before it changed its name.

LEW HAGERMAN, of Chicago, has resigned his post as program director of World Broadcasting System to join the Beecher Advertising Co., St. Louis. He is a former radio editor and writer and at one time was vice president of Auspitz-Lee-Harvey, Chicago agency.

HERLUF PROVENSEN, former manager of WLBW, Erie, Pa., on March 12 joined Lewis Edwin Ryan, Inc., advertising agency of Washington, D. C., as manager of its newly created radio department.

LAWRENCE L. LOVETT has joined the staff of John W. Hunt Co., Los Angeles agency, for statistical and research duties in radio.

GREGORY WILLIAMSON, who has been a dramatic script writer at NBC, joins Lord & Thomas, New York, March 15 to take charge of radio continuity.

JOHN W. HUNT Co., advertising agency of Los Angeles, has announced the appointment of Ruth Clark as script editor and radio production director. Miss Clark was connected with KFI for several years and later with the Radioart Guild.

DR. RALPH L. POWER, for nearly 12 years a Los Angeles announcer and radio editor, and previously professor of business administration at the University of Southern California, on March 1 opened an office in the I. N. Van Nuys Building as a counsellor on radio advertising.

PETER BARNUM has left the production staff of CBS, New York, to produce programs for Young and Rubicam.

HAROLD AARONS, Inc., Detroit, has been appointed to handle advertising of the Mazer-Cressman Cigar Co., of that city.

ADOLF GOBEL, Inc., New York (meat packers) has appointed J. P. Muller & Co., New York agency, to handle its advertising.

HY VIS OILS, Inc., Warren, Pa. (Hy Vis motor oils and lubricants) has appointed the Aitkin-Kynett Co., Philadelphia, to handle its advertising.

INCREASE in hours of operation from daytime to unlimited was granted KIEM, Eureka, Calif., by the Radio Commission Feb. 20. The station operates on 1210 kc. with 100 watts.

FREE & SLEININGER, INC.
RADIO STATION REPRESENTATIVES
CHICAGO
180 N. Michigan Avenue • Franklin 6373
NEW YORK
Chrysler Building • Murray Hill 2-3030

BILLY JONES and ERNIE HARE

Announce Another

ALL-STAR BROADCASTS Inc.

TRANSCRIPTION SCOOP

"THE WITCH'S TALE"

STARRING

ALONZO DEEN COLE

Creator and Producer

2½ Years Over WOR, New York

13 COMPLETE HALF HOUR MYSTERIES

RECORDED IN TWO 15 MINUTE PARTS EACH

Available Now

"Billy Jones and Ernie Hare Are Here!"

In 39 Transcriptions

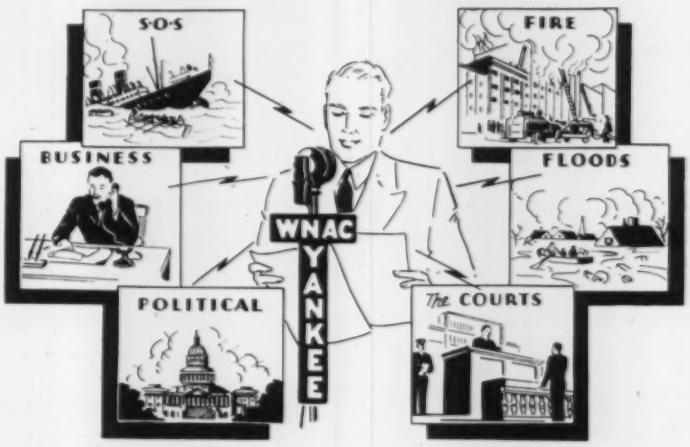
RELEASED FOR SPONSORED PROGRAMS ONLY

BARRAN LEWIS

Sales Manager

1775 BROADWAY . . . . . NEW YORK

RED HOT NEWS FLASHES FOR SALE!



Exclusive in New England

. . . over the entire Yankee Network, with its potential audience of 4,680,248 listeners.

. . . Long and Short Wave Radio—Telephone—Telegraph—Teletype—Ticker Service.

. . . Plus highly trained Yankee Network news gatherers broadcasting Local—State—National—Foreign News, *while it is happening!*

. . . Every night between 6:00 and 6:15 P.M. (when everybody in New England is at home)—two advertising messages can be interwoven between news items over eight stations of the Yankee Network (WDRC excluded) for $130 per participation. Again, between 11:00 and 11:30 P.M., five advertising messages can be used nightly over the same eight stations for $65 per participation—*all subject to our regular time discounts.*

And remember! The Yankee Network is the only New England radio organization with its own *exclusive news gathering force.* It is revolutionizing your advertising opportunity. A deluge of letters, telegrams and telephone calls have acclaimed the success of the Yankee Network News Service.

The greatest radio buy in New England—*news while it is news*—furnishing the frame for your advertising message!

THE YANKEE NETWORK, Inc.

Business Office—21 Brookline Avenue, Boston
Exclusive National Sales Representative—
SCOTT HOWE BOWEN, Inc.
New York—Chicago—Detroit—San Francisco—Omaha

NRA MEMBER U.S. WE DO OUR PART

YANKEE NETWORK

FROM WHICH NEW ENGLAND HEARS ITS RADIO

VITAPRINTS

—the new process of reproducing photographs in large quantities.

—Use them

to fill your requests for photographs from radio fans.

—Cost much less

than photographs but you can't tell them from photographs.

America's leading Radio Sponsors Use them!

Ask for samples and complete information

THE VITAPRINT PROCESS CORP.

731 South Wabash Ave.

CHICAGO

TRANSCRIPTIONS

WORLD BROADCASTING SYSTEM, Inc., New York, has placed the following new business:

Gillette Safety Razor Co., Boston, thru Ruthrauff & Ryan, N. Y. C., has renewed its present series of electrically transcribed and dramatized 1-minute announcements, two a day for the 26 week days in March, now using 111 stations.

Marmola Co., Chicago, thru H. W. Kastor and Sons Advertising Co., Chicago, two 15-minute electrically transcribed evening programs per week, "Lovemaking, Inc." for 13 weeks over KMBC, Kansas City, and KMOX, St. Louis.

Clark Brothers Gum Co., Chicago, thru H. W. Kastor and Sons Advertising Co., Chicago, two electrically transcribed evening programs per week, "You Be the Judge," for 13 weeks over WJR, Detroit; WGY, Schnectady, and WBT, Charlotte.

"THE WITCH'S TALE," a series of mystery dramas, which has been heard over WOR, Newark, for more than two and a half years, has been electrically transcribed for release by All Star Broadcasts, Inc., the distributing company recently organized in New York by Billy Jones and Ernie Hare, radio stars. The series comprises 13 half hour programs produced in two 15-minute transcriptions under the direction of Alonzo Deen Cole, author of the mystery.

IMPERIAL SOUND PRODUCTS, Ltd., organized a few weeks ago with headquarters in Hollywood, has moved to 1265 North Vermont Ave., Los Angeles, where the entire building will be given over to transcription activities. Gordon A. Soule is president and general manager and his brother, Harold, is chief engineer.

RADIO TRANSCRIPTION Co. of America, which sells transcription series to stations under the block system and also for separate series, has started production of 13 episodes of "Air Mail Mystery." It will follow the "Radio Studio Mystery" which has been completed. New mystery serial will be 13 episodes of 15 minutes each and written by Russ Johnston, formerly of KTSM, El Paso, and now on the staff of KFAC-KFVD, Los Angeles.

STANDARD RADIO ADVERTISING Co., Hollywood transcription producers, has started production of a 26-episode series of "The Wanderer," written by Robert Sherwood. The series at one time was a weekly KFWB program.

CHESTER R. MILLER has been placed in charge of the production department of Jean V. Grombach, Inc., 113 West 57th St., New York, transcription and program producers. Offices have been taken on the tenth floor of the Steinway Bldg. Eugene Brazeau has joined the Grombach sales staff in New York. Mr. Brazeau was for several years with NBC.

Stockton Stations, WOQ And WLBW File Appeals

APPEALS from the Radio Commission decision authorizing a new local station at Modesto, Calif., were filed in the District of Columbia Court of Appeals March 9 by KGDM and KWG, Stockton, Calif., on the ground that economic conditions are such that the community cannot support an additional station.

A petition for rehearing has been filed in the court by WOQ, Kansas City, asking reconsideration of the recent court decision upholding the station's deletion by the Commission.

WLBW, Erie, Pa., filed with the court an appeal from the Commission decision authorizing a new station in Erie to be licensed to Leo J. Omelian, who had purchased the former WERE of that city. The main contention was that economic conditions are such in Erie that it cannot support two stations.

BRITISH radio, which bars advertising, derives its support chiefly from the $2.50 annual radio set tax on its 6,000,000 or more radios, but a neat additional revenue is gained from its three weekly radio periodicals, which do carry advertising. In 1933 the net profit from the B. B. C. magazines was $1,659,762.

Yankee News Service

(Continued from page 8)

as was often the case in the past. Short news bulletins given during the station identification period on WNAC and WAAB throughout the day and evening offer another opportunity for putting last-minute news on the air.

The first obstacle placed in the way of the radio news service came from Boston police headquarters. Preliminary assurance that the Yankee Network reporter would be accorded full press privileges and facilities was mysteriously withdrawn, and a new lock was put on the door of the press room with keys being furnished only to newspaper reporters.

Shepard served notice that the Yankee Network would brook no interference with its plan to furnish the radio audience complete news, by having his editor go on the air over WNAC on three successive evenings to report on the situation at police headquarters and give an expose of conditions there. On the fourth night he was able to announce that all restrictions had been withdrawn and that the Yankee Network News Service reporter was to be accorded the same facilities as other press representatives.

Grant made it clear to his staff at the start that every item broadcast was to come directly from a staff correspondent and from original sources, to avoid any possibility of a dispute with the newspapers. Each broadcast carries the preliminary statement that "all news used in this broadcast has been gathered and edited by the staff of the Yankee Network News Service and its own correspondents throughout the nation and in foreign countries. Reproduction in whole or in part is forbidden to newspapers unless due credit is given to the Yankee Network News Service."

Preparing for Lisbon

FINAL technical preparations for the United States delegation to attend the meeting of the C. C. I. R. (International Radio Consultative Committee) at Lisbon, Portugal, in September, was completed at a meeting in Washington March 7. The material includes a number of important matters relating to international broadcasting technique.

TAKE A "TIP" From the LOCAL ADVERTISER

IT'S an indisputable fact—the local advertiser is a barometer by which the value of an advertising medium is established. The fact that CKLW consistently broadcasts considerably more local sponsored time than any other local station, proves that it is the preferred station in the Detroit area. Here is a guide for spot advertisers that avoids the experimental "bugaboo," and leads straight to definite results.

Member COLUMBIA Basic Network

CKLW

THE INTERNATIONAL STATION

5,000 Watts 840 Kc. In the Center of the Dial

Windsor offices— Guaranty Trust Bldg., Phone—4-1155

Detroit offices— Union Guardian Bldg., Phone—CAdillac 7200

Serving the TACOMA-SEATTLE Market Well

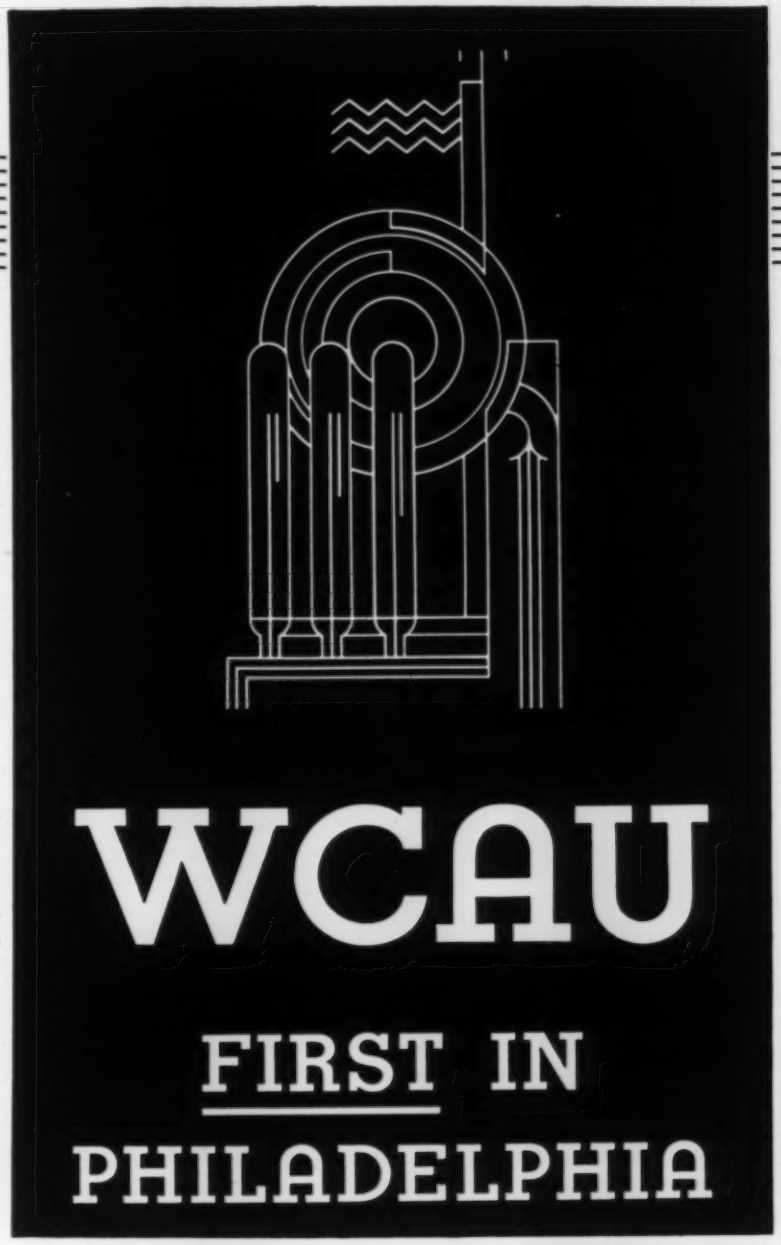
KVI

TACOMA, WASHINGTON

Puget Sound Broadcasting Company INCORPORATED

500 WATTS 570 KC.

PIONEER COLUMBIA BROADCASTING SYSTEM OUTLET IN THE PACIFIC NORTHWEST



WCAU, always the leading station in the Philadelphia areas, is today — more than ever — the dominant radio medium of its great territory. 23 counties in Pennsylvania, New Jersey, Delaware and Maryland, with a total population of 5,127,060 lie in WCAU's Primary Listening Area. One of America's most modern and beautiful stations, WCAU originates over fifty programs each week for the Columbia network. If you have a selling job to do in WCAU's intensive field, wire for data on this dominant station.

50,000 WATTS

WE CONDUCT NO BROADCASTS IN CHINESE!

Station WAVE does *not* "cover" forty-eight states, Mexico, Canada—or China ● We *do* cover the rich Louisville market—a million souls, 420,000 of whom live almost within sight of our new tower in down-town Louisville ● No waste—an N. B. C. audience.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

STUDIO NOTES

THE DAUGHTER of Utah's Governor, Henry Blood, steps from amateur dramatics at the University of Utah into the star role in "The Trial of Vivienne Ware," at Station KDYL, Salt Lake City. Other prominent parts are filled by leading members of the bar and other socially prominent people. Direction is under Olive Gould, KDYL dramatic director. Program is sponsored by bakers of Holsum bread.

UNDER the direction of Odes E. Robinson, chief engineer, WKBF, Indianapolis, has installed a new antenna and ground system. Work is progressing on the installation of new speech input equipment with Class B modulation, and RCA velocity microphones are being installed throughout.

THE "MAGAZINE of the Air," a series of dramatizations picturing the magazine section of the Sunday *Detroit News*, is given over WWJ, the newspaper's station, each Saturday evening at 6:30. The program, including the sketches, is written by Herschell Hart, and is presented by *The Detroit News* Players, directed by Wynn Wright.

WDOD, Chattanooga, Tenn., has just completed rebuilding its main studio, equipping it with latest U. S. Gypsum Co. acoustic tile, RCA velocity microphones and a new Baldwin piano. New RCA studio amplifiers have also been installed in the control room.

"CIRCUS in Town" is the newest studio presentation originated by the staff of WCKY, Cincinnati, under direction of Maurice Thompson, studio director. It was written by Walter Lohr, Cincinnati actor, playwright and composer. The program is in the form of a radio serial, telling of the adventures of a circus troupe.

A SERIES of weekly programs called "Who's Who in Lancaster," sponsored by the Bricker Baking Co., of Lancaster, Pa., was recently terminated over WGAL. The broadcasts were presented in cooperation with the School Page of the *Lancaster New Era*. The various Lancaster high schools and colleges were asked to vote on the Lancastrian who, in their opinion, "has done most for the civic and social betterment of Lancaster."

WATSON HUMPHREY, writer for KGW-KEX, Portland, Ore., is writing a new serial, "Devil's Island," which runs concurrently with feature story in Sunday OREGONIAN magazine section. Program is half hour dramatic skit, with definite tie-up with Sunday news sales promoted.

CHANGES IN the studio and office arrangements of NBC in San Francisco are now under way and will be completed about April 1 when the network plans to drop the present supplementary space at 67 Sutter Street, replacing it with added quarters in the 111 Sutter Building where NBC already has the second and twenty-second floors, with part of the third.

ADDRESSES by prominent medical men of western Pennsylvania are broadcast weekly by WCAE, Pittsburgh, in cooperation with the Allegheny County Medical Society.

WHBF, Rock Island, Ill., opened auxiliary studios in the Hotel Blackhawk, Davenport, Iowa, on Feb. 19, and will run a portion of the day's program from the Iowa point. Morton Downey, who was booked at the Orpheum Theatre, helped to inaugurate the new studios.

ON MARCH 6 WHEC, Charlottesville, Va., removed its main studios and executive offices from the Monticello Hotel to the new building of the Charlottesville Oil Corporation on East Main Street, Charlottesville. Its new quarters, in addition to being larger, are better suited to broadcasting. The studios and control room have floor and side walls set on rubber and are completely sound and vibration proof.

THE COMPLETE broadcasting transmitter of WIP, Philadelphia, one of the oldest in the United States, installed in March, 1921, and used continuously until 1930, was presented to the Philadelphia Franklin Institute by the Pennsylvania Broadcasting Company. The transmitter was used in broadcasting the first inter-collegiate football game, the first opera and other novel "firsts."

"CATHERINE the Great" drama series, for 10 months a feature on KHJ, Los Angeles, on Feb. 10 started as a CBS sustaining program Saturdays at 8:30 p. m., PST. Edward Lynn is the author.

ROY VERRETT, program director at KQV, Pittsburgh, is reviving a Players' Group and will use movie scripts for some presentations.

KNX, Hollywood, on Feb. 17 moved offices and main studios from the Paramount lot to the Otto K. Olesen building, corner of Vine and Selma Streets.

"THE SHOP-ABOUT" has been started again over WWNC, Asheville, N. C., with 10 sponsors for each broadcast. It is a cooperative household program for which Mrs. E. B. Glenn gathers material from the sponsores.

KNX, Hollywood, has started a weekly "Hollywood Barn Dance" for two hours on Saturday nights with sponsors taking 15 and 30-minute periods. Acts will be built up around the Crockett Mountaineers.

KTAB, San Francisco and Oakland, late in February opened new penthouse studios in Oakland at 1404 Franklin Street, adding new control room equipment and otherwise improving the East Bay headquarters. The San Francisco studios remain at 115 O'Farrell St.

ARRANGEMENTS have been completed by KMOX, St. Louis, whereby 24 theaters of the St. Louis Amusement Co. carry trailers announcing the program highlights of the station each week.

A MARK for radio singers to shoot at was set up by George S. Woodruff, of Independence, Ia., Feb. 28, when he appeared on a full 15-minute program of songs over WMT, Waterloo, in celebration of his 89th birthday. A similar program was given last year by Mr. Woodruff on his 88th birthday, and he plans to repeat the performance next year.

A SPECIAL program is being planned to mark the thirteenth anniversary of WBT, Charlotte, N. C., on April 7.

A SERIES of eight weekly programs featuring news of the activities on the campus at Vanderbilt University, winding up by a special message from Chancellor Kirkland to all members of the Alumni, is being broadcast by WSM, Nashville.

WKBF, Indianapolis, places three microphones in municipal night court for a half hour each Tuesday and broadcasts the entire proceedings.

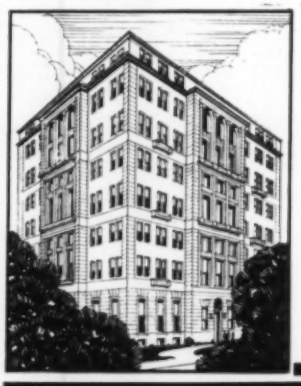
Pittsburgh's First Hour-Daily Department Store Broadcast Goes On

KQV

Frank & Seder, one of Pittsburgh's largest Department Stores, now on KQV every morning (excepting Sunday) 9 to 10 A. M.

KQV the first Pittsburgh station to sell a large Department Store a regular Hour-a-Day program.

KQV—PITTSBURGH

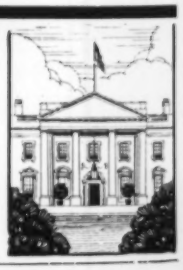


Smart surroundings in WASHINGTON

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.

This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.

HAY-ADAMS HOUSE
Opposite the White House



A way to greater revenues!

Common frequency broadcasting permits more complete use of assignments, full-time operation and assures better coverage . . .

Common frequency broadcasting is now thoroughly practical—thanks to a precise synchronizing system developed by Bell Telephone Laboratories and made by Western Electric. Advantages of this System are:

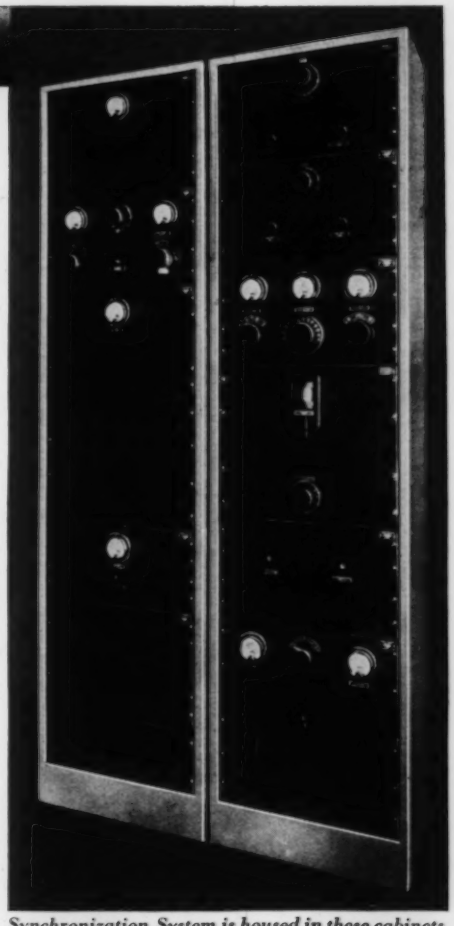
(1) Where interference limits service areas of stations on the same frequency but transmitting different programs, synchronization of stations usually results in better coverage.

(2) Synchronization of network stations transmitting the same program extends service areas.

(3) Where two stations suitably separated are dividing time, synchronization makes possible full-time operation for both.

(4) Synchronization makes possible the use of a booster or satellite station to cover dead spots or areas of low signal strength.

This Western Electric System constitutes a highly accurate source of carrier frequency energy. Automatic corrective mechanism keeps frequency difference between stations so slight as to be practically immeasurable.



Synchronization System is housed in these cabinets. Stations WBBM and KFAB of Columbia Network are the latest to install it.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by **GRAYBAR** *Electric Company*

GRAYBAR ELECTRIC CO. B3-34
Graybar Building, New York, N. Y.

Gentlemen: Please send us new bulletin on Western Electric Synchronization System for common frequency broadcasting.

NAME.....

ADDRESS.....

CITY..... STATE.....

News in Drama Form Broadcast for Schools

DRAMATIZED news broadcasts for school children are being broadcast each Wednesday morning by KGW-KEX, Portland, Oreg., for the benefit of the Portland schools. Eleven radio dramatic players under direction of Archie Peabody, production manager of KGW-KEX, inaugurated the series with a reproduction of the funeral of King Albert and other dramatized news events, together with a preview of the baseball season, and a brief lecture on the word "whom."

School principals collaborate with the station production department in preparing the broadcasts. Similar programs dealing with art, natural history, geography and other elementary school subjects will be tried shortly.

WHEN Warner Brothers held their annual golf tournament at the Riviera near Hollywood late in February for employes of the film and radio studios, there were 86 prizes for the 85 participants. The extra prize was finally "awarded" to Allan Jackson, of the KFWB sales staff. Other winners from the radio station included Gerald W. King, manager; Bill Ray, assistant manager; Benson Curtis, sales department; and Burt Fiske, staff pianist.

Broadcasting Business Booming

(Continued from page 5)

ing something enjoyable and useful in return.

The broadcasters' code for the most part is heartily acclaimed by the broadcasters, although many inequities have been pointed out due to variances in markets, powers, conditions, etc. This better class of stations is abiding by the fair practice provisions faithfully, though puzzled by some of the details. There are plenty of code violations, of course, and most station managers' mails are still being cluttered with contingent contract offers. Some of the best agencies are still trying to chisel rates. But the flow tide of a year ago is receding.

Two questions were asked most of the writer: What about my competitor who is violating the code? What about station representation?

Loath to Report on Code

I FOUND a reluctance in many quarters to report code violations, even where they can be proved. The better stations find they can abide by the code and still earn a profit, what with the great demand for their time; they find, moreover, that they win two dollars worth of respect (worth many more dollars in ultimate business) for every dollar's worth of chiseled business declined. But they still hesitate to report violations, first, because their own business is good and they are not bothering about their neighbors, and, secondly, because they hesitate to "tell on" the other fellow.

These stations are being abjured by the Code Authority to report violations, as recounted elsewhere in this issue, and a "horrible example" or two ought to clean up the situation in short order. Certain it is that unless bona fide complaints are filed with the Code Authority, that agency will be powerless to act even with the tremendous power it wields under the new NRA compliance drive.

Hardly a station in the country is failing to give serious thought to national representation, whether on exclusive national, exclusive territorial, commission or salary basis. The representation idea, in one form or another, is here to stay: the original helter-skelter time broker's days are numbered.

Radio Press Agreement

THE RADIO-PRESS "program" has aroused deep resentment not only among stations having no news affiliations but among those owned by newspapers or having had satisfactory local affiliations with newspapers. Nearly all are casting about for a way out of the news dilemma, though many believe that the present scheme will defeat itself and the newspapers and press associations will themselves come forward with a happier plan of radio affiliation for the mutual benefit of radio and the press.

Mexico's banishment of the powerful XER from the wave lengths created no little elation, for the Brinkley station was throwing a tremendous signal over a goodly portion of the continent. It was taking much of the castoff accounts of American radio; it was under no governmental or code restraints, and it was even getting a little business that ordinarily might go to American stations. But sponsors who want media with prestige are happily eschewing the Mexican border stations, and in the Southwest I heard many a story of how they were slowly but surely dying the death of starvation.

It was altogether an enlightening experience, this visit with 50 or more broadcasters and a score of agencies. It has convinced me that Radio by the American Plan is honestly righting itself; that the Radio Commission's and the Code Authority's mission of cleaning up the ragged fringe will ultimately become successful. Radio is a public service, and no one can begrudge the broadcaster his meed of profit if he qualifies in the public service. If radio stations generally are no bigger than the character and capacity of the men who operate them, fortunately the industry is coming into the hands of men of real character and capacity.

Brinkley at Sea!

SILENCED by Mexican authorities, who recently commandeered his powerful XER, at Villa Acuna, Mex., Dr. John R. Brinkley is reported to be considering broadcasting from a yacht he recently purchased. He is said to have bought the yacht Shadow K., now in drydock at Miami. Doubt is expressed about the practicability of such operation, since the vessel would have to procure a license for a radio station if it is under American registry. Otherwise it could be seized for violation of radio laws.

THE REVELERS, noted radio quartet, will tour Europe next summer for two or three months. It will be their sixth European concert tour, but this one will include bookings in Russia.

KMBC Radiogram

MR. ADVERTISER:—
OUR FAMILY OF LISTENERS HAS JUST FALLEN HEIR TO $100,000,000. JOIN US AT ONCE. KMBC

Join us for the sales opportunity of a lifetime! Latest government reports show that more than $100,000,000 will be concentrated in the KMBC territory for farm loans and public works. Think of it! That means $100,000,000 *ready cash* in the pockets of prospective buyers in the already rich "Heart of America" market. Do you want your share of this business? Then let the station that blankets this rich market carry your sales message. Write or wire for details.

MIDLAND BROADCASTING CO.
Station KMBC Kansas City, Missouri
New York Offices:
17 East Forty-Ninth St. - Phone Eldorado 5-5070

KMBC
WORLD'S MOST MODERN TRANSMITTER

"MORE POWER TO YOU, SISTER!"

Congratulations to...

KWCR
CEDAR RAPIDS, IOWA

Now Has . . .
500 Watts Daytime
250 Watts Nighttime
Unlimited Time—Basic Station of the National Broadcasting Company's Blue Net Work

• • •

Owned and operated by The Des Moines Register and Tribune, The Newspaper Iowa Depends Upon

from KSO*
DES MOINES, IOWA
*Also owned by The Des Moines Register and Tribune. Another Basic Station of the National Broadcasting Company Blue Network.

51,000 WATTS*

Serving Advertisers In NEW ENGLAND'S Billion and a Half Retail Market . . . .

Judging from increased mail response, greater power has added thousands of new listeners to the already large New England audience of WBZ and WBZA. This more comprehensive coverage offers advertisers considerably greater possibilities for results in the Yankee market.

For complete rate, coverage and result data contact either WBZ Boston, or WBZA Springfield, or any of the offices listed below:

*Station WBZ (50,000 watts) and Station WBZA (1,000 watts) are operated synchronously and simultaneously. NBC Basic Blue Network.

NBC LOCAL SERVICE BUREAU

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO & KGO

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

Burnside to Supervise Radio at Westinghouse

Mr. Burnside

APPOINTMENT of C. J. Burnside as manager of the radio engineering department of the radio division of Westinghouse, was announced March 13 by Walter C. Evans, manager of the radio division. He succeeds R. L. Davis, who will devote full time to radio development work. Mr. Burnside is a graduate of the South Dakota School of Mines and since 1924 has been with the Westinghouse radio department. In his new post, Mr. Burnside will supervise the design and manufacture of all Westinghouse radio apparatus.

Our Radio Yachtsmen

EQUIPPING their yachts with short wave transmitters for rebroadcasting purposes has become a veritable "fever" with southern California broadcasters. First to do so was Ben McGlashan, operator of KGFJ, Los Angeles, who used the transmitter in February to rebroadcast the mid-winter regatta over his station. Freeman Lang, transcription producer, and Victor Dalton, operator of KMTR, have also equipped their vessels with short wave voice sets, and Don Lee, operator of KHJ, may do likewise.

Paley Reviews 1933 Progress

(*Continued from page 13*)

suspended our own news service. In the past two days we have begun to broadcast the material supplied by the press associations. It is an experiment undertaken in all good will in cooperation with the press of the nation in order to determine whether this is the best method to supply news to the radio audience.

Let me here draw attention to the important distinction between the broadcasting of news bulletins and the broadcasting of events as they occur from the heart of the scene of action. The whole nation knows that in this field, which is peculiarly broadcasting's own, we have done many notable things in the past year and, of course, we shall continue with full effectiveness to present this type of program hereafter.

The great public interest in national affairs offered a real opportunity in 1933, and Columbia's microphones recorded the return of beer; the repeal of prohibition; the progress of the NRA and the hundreds of other big stories that made the year so eventful.

Antarctic Broadcasts

WE HAVE done a number of unique and enterprising special broadcasts during the year which I shall not mention, but I do want to tell you briefly that our weekly presentation of the drama of Little America from the scene as it is unfolded in the Antarctic by Admiral Byrd and his aides is perhaps the year's most notable extension of radio's frontiers.

Collateral with our handling of developments in the nation and throughout the world, I now draw attention to the assistance we have been able to render in furthering the country's most important welfare and relief programs. For example, we put on in 1933 four half-hour broadcasts for the international mobilization for human needs in cooperation with the Newton D. Baker Committee on Unemployment, 50 additional broadcasts for special welfare, charity and cultural groups such as the Red Cross, Salvation Army, Public School Relief Funds, Catholic Charities, Jewish Charities, Family Welfare Committee, Crusade for Children, New York Philharmonic Society's campaigns for funds, and others.

In the division of public affairs we presented 28 broadcasts under the auspices of 20 leading national associations and organizations, a series of 16 broadcasts on "The Lawyer and the Public" presenting many of the outstanding legal minds of the country and 25 broadcasts presented in cooperation with the New York City and state NRA committee.

Educational Programs

THE AMERICAN School of the Air carried five days a week for 26 weeks by 78 stations of the network presented to the classrooms of some 40,000 schools: a series of 37 broadcasts by outstanding authors entitled "America's Grub Street Speaks," 12 broadcasts presented under the auspices of the American Museum of Natural History presenting some of the leading naturalists and explorers of the day, a series of six broadcasts on architecture and the allied arts by the leaders in those fields, a series of 30 broadcasts under the auspices of the National Students' Federation designed for the student bodies of 250 leading universities in this country on subjects selected to promote intelligent thought on subjects of national and international importance.

The regular Sunday Church of the Air broadcasts on which 80 outstanding leaders representative of the three major faiths and 12 different denominations were presented from all sections of the country.

There were 50 broadcasts presenting all phases of medical research and development under the auspices of the New York Academy of Medicine.

International Addresses

THERE WAS also a series of international radio addresses on "The United States and Europe" by Dr. Nicholas Murray Butler, the Marquis of Lothian, Dr. Christian L. Lange, M. Henry Bonnet, Professor William Rappard, Sir Evelyn Wrench, Count Teleki, Dr. Paul Dengler, Professor Jan B. Kozak and Bernhard C. Loder.

An international committee of our Public Affairs Institute was created during the year, giving us active liaison and entree to all public officials of 17 countries of the world, with an advisory committee of outstanding internationalists resident in this country.

During 1933 Columbia brought its listeners more than 70 international broadcasts. These varied in their scope from a talk by Manuel Quezon, president of the Philippine Senate, from Manila, to a broadcast of the International Boy Scout Jamboree from Budapest. The outstanding international programs of the year were presented on Christmas Day, when Columbia brought American radio listeners Christmas greetings from England, Germany, Hungary, Russia, Sweden, Holland, Ireland, France, Italy and Czecho Slovakia.

Among the programs sent by Columbia to other countries were a series of special dance programs to South America, an exchange series with Canada, and a special broadcast of the "March of Time" program in England.

Improved Advertising

ALONG with a marked general improvement in program quality has gone an improvement in the advertising incorporated in radio programs. The results we have achieved in this direction could only have been had with the gradual and intelligent cooperation of our advertisers and their advertising agencies, just as advertisers and agencies have made distinct and distinguished contributions to programming itself. There has been an increased willingness on the part of the advertiser to recognize that the listener-in tunes his set primarily to be entertained and informed and that his home must be entered with deference, tact, good taste and good manners. The advertiser today has learned that when he does so enter the American home he leaves a nation-wide store of good will behind him as his program ends.

This is gradually resulting in a lessening of the advertising content of programs as all concerned become more and more skilled in the effective use of the brief spoken word. It is resulting further in the more careful placement of the advertising message so that it shall not be an unwelcome interruption to the program, and too, it is resulting in an astonishing amount of ingenuity in making the advertising message informative and useful. We have not achieved all that we hope for in this direction because we have not found that arbitrary methods are best among people working to a common purpose. We do know, however, that the radio audience has been swiftly responsive to gradual changes, and that even the more reluctant advertisers are slowly falling into line.

Standards Maintained

CONSISTENT with our steady effort in this direction has been the rigid maintenance throughout 1933 of the advertising standards that have marked Columbia since its inception. Despite all temptations of added revenue, we have persistently refused to take programs which we do not believe would be welcomed by the public or by very large sections of it, and we have persistently refused to take projects or enterprises which we regarded as in any way dubious. I know that the public would be astonished were it ever made aware of the revenue sacrificed by those companies in the forefront of American broadcasting in the interest of good taste, good morals and honest business.

I draw particular attention to this phase of our work because

820
Kilocycles

WHAS

Nearest the Center of Population

◆

50,000
WATTS

Cleared Channel

Its advantage of location has made this station one of the most popular in the Nation. Through it the people of the Middle West have been served with the choice programmes of the air for more than a decade.

Full Time

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York—Chicago—Detroit—San Francisco—Atlanta.

from time to time, and mostly I believe from thoughtless sources, we hear suggestions of censorship or too rigorous regulation of broadcasting. Just as the press of America has thrived best without censorship, so do I believe that radio can and must work out its problems in the public interest without having throttling hands laid upon us. I believe that anyone who really knew of the energy, thought and sacrifice of revenue that goes into our efforts to improve ourselves, and who was a careful enough listener to realize the high standards broadcasting has so swiftly attained, would believe, as we do, that censorship is an unnecessary evil which should never be allowed to be substituted for the editorial rather than censorial function we voluntarily exercise.

With regard to over-regulation, I believe that the achievements of broadcasting in its few years of existence form the best bulwark of evidence against the wisdom of putting too much of a strait-jacket on our operations. There is about over-regulation a fixedness and rigidity which retards growth. I have no doubt that left to ourselves, even with the public to guide us, we shall make some mistakes. But these mistakes we can and do correct and correct swiftly, and it is my honest judgment that we should be allowed to work out our own salvation, for I believe I am able to assure you that we shall not fall short of what our government and our people expect of us.

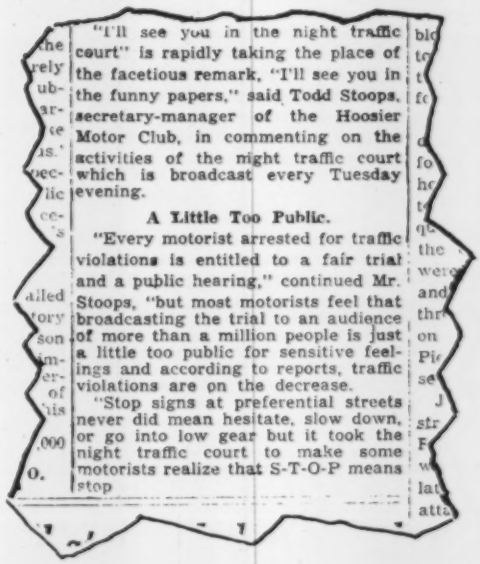
Air Mail Bill Proposes Radio Favors to Lines

A DANGEROUS precedent in the allocations of radio facilities is seen in the inclusion of a proviso in the McKellar-Black air mail bill currently being considered by Congress as an aftermath of the air mail contract cancellations. Introduced March 9, the measure provides that the Radio Commission "shall give preference in the allocation of radio frequencies to airplanes carrying mail and passengers during the time the contract is in effect."

There is no specification in the Radio Act respecting priority in allocations. From the standpoint of air transport operators, Paul Goldsborough, president of Aeronautical Radio, Inc., pointed out that the proviso discriminates against all other users of the ether. From his own point of view, he said, it discriminates as between aircraft carrying the mails and those operating without mail contracts.

DR. JOHN WESLEY HOLLAND, recently appointed pastor at WLS, Chicago, married Leslie W. Riley and Miss Mildred Shroyer, both of Chicago, in the WLS studios on Feb. 3. This was the pastor's first wedding ceremony since his appointment to the station.

"Tell It to Judge" Has New Meaning As Offenders Go on Air in Night Court



"I'll see you in the night traffic court" is rapidly taking the place of the facetious remark, "I'll see you in the funny papers," said Todd Stoops, secretary-manager of the Hoosier Motor Club, in commenting on the activities of the night traffic court which is broadcast every Tuesday evening.

A Little Too Public.

"Every motorist arrested for traffic violations is entitled to a fair trial and a public hearing," continued Mr. Stoops, "but most motorists feel that broadcasting the trial to an audience of more than a million people is just a little too public for sensitive feelings and according to reports, traffic violations are on the decrease.

"Stop signs at preferential streets never did mean hesitate, slow down, or go into low gear but it took the night traffic court to make some motorists realize that S-T-O-P means stop

(The Indianapolis Sunday Star, Feb. 25, 1934)

A "Fine" TIME is had by all in INDIANAPOLIS

Each Tuesday, 8:30 p.m. C.S.T.

One of the Many Features Building and Holding the Audience for

WKBF

IN INDIANAPOLIS

D. E. "Plug" Kendrick, *General Manager*

L. L. "Jake" Jaquier, *Commercial Manager*

INDIANA'S ONLY NBC OUTLET

KJR

NBC

KJR listeners are afforded NBC sustaining programs

KJR is western Washington's most powerful and only clear channel broadcasting station and it operates full time. KJR's 5,000 watts of power originating in Seattle, permits radio coverage of the Puget Sound area in which lies sixty per cent of the population of the State of Washington.

IT'S SPRING IN SEATTLE

A market of more than a million is doing its Spring buying out here in the Northwest Corner—KJR is the station that covers it.

Represented by EDWARD PETRY & CO., INC. New York, Chicago, Detroit, San Francisco

Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

WHO SAID SO?

The possessor of a name famous wherever radio dials are flipped made the following statement to a WWVA executive:

"New York Is Radio"

To be sure there is power in "them thar words" but not enough to convince and satisfy millions of home folks without the walls of America's dazzling metropolis. Not enough, for instance, to stop a pair of wandering silver-voiced cowboys from receiving 14,879 orders at $1.00 each from WWVA listeners in 10 weeks—and in addition 175 gross handed out over the retail counter at the same unit price. Better still, the gentlemen started their WWVA radio barrage without a single retail outlet in Eastern Ohio, Western Pennsylvania and West Virginia—all of which means the campaign started from scratch—and now their sponsors' distribution is as near 100% as it can be.

To get to the point—WWVA offers radio advertisers a million attentive listeners who stand by the guns of their favorite radio station—and there's money in their pockets. A new WWVA rate card reveals some startling facts in real value for your advertising dollar.

Write Direct or Consult Our Representatives

5,000 WATTS

WWVA

1160 KILOCYCLES

West Virginia Broadcasting Corp.

Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives

J. H. McGillvra, 485 Madison Ave., New York City

Myron A. Reck, A-1808 175 West Jackson St., Chicago, Ill.

March of Time Sells Typewriters

(Continued from page 9)

"The March of Time." The latter prospect said he did not know we made bookkeeping machines until he heard the broadcast.

Minneapolis—Since "The March of Time" was inaugurated, the increase in inquiries, from out of town, particularly banks, has been very noticeable.

Green Bay—We have had one sale of $81 which we know is a direct result of "The March of Time."

Birmingham—We sold a portable typewriter on a Saturday as a direct result of the radio broadcast of the preceding evening.

Lincoln, Neb.—I can trace two orders for correspondence filing systems to "The March of Time" broadcast.

Cincinnati—We have had one order directly due to the broadcasts. However, it is up to the sales force to convert that favorable knowledge of name into sales of products.

Newark—We have received some leads for portable sales through "The March of Time" and expect to have some more.

Pittsburgh—The program has received lots of space from all local newspapers.

Baltimore—We have made several sales of portables in the office to buyers who said they heard our broadcasts and wanted to look at our machines. Also, we have had several telephone inquiries.

Louisville—We sold a local typewriter dealer 21 Remington portables because of "The March of Time."

New York—Prior to Dec. 1 the New York typewriter division had closed three sales due to "March of Time" inquiries.

Kalamazoo—We have closed an excellent installation of a new filing system. After hearing the broadcast, this customer wrote to our Chicago office, asking us to help him with his filing problems.

New Orleans—A large customer purchasing a complete accounting system, both machines and systems, in signing the order stated he had been watching Remington-Rand for two or three years. He believed that "The March of Time" program added another milestone well met, due to appreciation of the type of program we are now sponsoring.

Merchandising Methods

THE ADVERTISING department of Remington-Rand provides a very definite link between the broadcast and the sales organization each week by informing salesmen in advance the company product to be featured in the commercial radio announcement.

These advance copies of the commercial announcements furnish the salesmen with information they can use in regular contacts with customers and prospects. Usually these are keyed with current activity of the salesmen and thus become most helpful.

In some offices the branch managers have duplicate copies of the commercial announcements made. These are given to customers and prospects. The commercial announcements are included on the programs of sales meetings on Saturday or Monday and usually are highly appropriate because they cover the subject of primary importance for the week.

Though Remington-Rand has a broad line of office equipment including Library Bureau, Kardex, Safe-Cabinet, Loose-Leaf, Remington Typewriter and Accounting Machine, Dalton Adding and Bookkeeping Machine and the highly specialized Powers Punched Card Accounting Systems, each division has been definitely helped by this radio program.

"The March of Time" has scored a success with Remington-Rand because it has made the selling job easier.

Remington-Rand Starts Test Program on KIEV

LOS ANGELES office of Remington-Rand, Inc., has started an experimental campaign over KIEV, Glendale, six afternoons a week for 30 minute periods. Script for the series is called "The Aventures of Typing Tom," written by Arthur Collins, of Universal's firm lot. It has been fashioned to attract a juvenile audience. One of the slogans states that a neatly typed home lesson stands a better chance for a good grade than one scribbled in longhand.

The series is handled direct through the Los Angles office of the sponsor. It is understood that if the idea clicks, through sales of typewriters to school children, the home office and other branches may also put a similar program on other stations.

"Kitchen of the Air," Novel Recipe Feature, Boasts Ten Advertisers

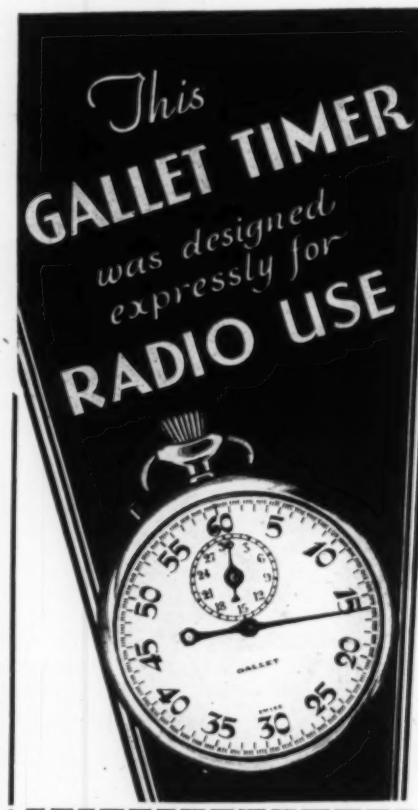
TEN ADVERTISERS are now sponsoring the "Kitchen of the Air," a novel household program broadcast three mornings weekly over WKBF, Indianapolis. The feature is proving highly effective from the standpoint of return, both to the sponsors and to the station.

The half hour broadcasts feature Mrs. Richard Farrell, authority on domestic science and home economics. They originate in the model kitchen at Banner-Whitehill's, Indiana's largest home furnishings store. The kitchen recently won national recognition as a model kitchen at the White House Conference in Washington.

During the broadcasts Mrs. Farrell actually prepares the dishes as she announces the recipes and explains how the ingredients are to be mixed. Realistic effects are obtained by using the various mixing and kitchen appliances with which the kitchen is thoroughly equipped. The auditorium has a seating capacity of 400.

Merchandising promotion includes the use of window streamers, tickets for the broadcasts distributed through grocers, and newspaper tie-in advertising.

The "Kitchen of the Air" is sponsored by the following: Booth Fisheries; Continental Baking Co.; Rumford Baking Powder; Wilson Milk Co.; Sugar Creek Creameries; John Morrell Co.; Swift & Co.; Fruit Dispatch Co.; Kothe-Wells & Bauer; and the Gem Products Co.



Where unquestionable accuracy is of paramount importance—nothing short of the best will do. And this Gallet Timer, No. 305—designed to meet radio's particular needs for a dependable stop watch, is the best instrument obtainable for program timing and checking . . . It is thoroughly foolproof and warranted to give enduringly satisfactory service.

GALLET TIMERS

are the recognized

STANDARD THE WORLD OVER

If you cannot obtain this Gallet Timer locally, send this coupon and we will see that you are supplied.

JULES RACINE & CO., 20 W. 47th St., New York

Where in my locality is your Gallet Radio Timer Purchasable?

Name .....

Address ..... **City** .....

Oppose Dill Bill

(*Continued from page 22*)

before Congress can possibly get round to changing it."

The same objection, the witness asserted, applies to the 250-watt station provision. He insisted the Commission is now free to do approximately what this provision suggests, pointing out that the "quota" system is not mentioned in the existing act but is purely "a bit of administrative machinery set up by the Commission—and a bit of machinery, be it said in passing, which already creaks so much that the Commission is now in the process of overhauling it."

Opposes License Reduction

COMING next to the provision which would reduce the maximum term of broadcasting licenses from three years to one year, in the Commission's discretion, Mr. Bellows characterized this as a step backward and wholly inconsistent with the present movement for development of industries. The Commission now issues licenses for only six months but could extend them to the three-year period if it is desired.

"The short-term license has been a serious barrier to the technical advance of radio," Mr. Bellows testified, "but at least there has always been the consolation that Congress recognized the ultimate desirability of giving some semblance of stability to the business by authorizing licenses for as much as three years."

"Now, after seven years," he asserted, "it is proposed to destroy that hope, and to tell the new Commission that broadcasting must remain unstable, hazardous, unable to look ahead with any assurance or confidence." He asked that the present three-year clause be retained.

Discussing the "revocation" clause, Mr. Bellows said the Dill proposal seems to reverse the entire theory of the Radio Act that a licensee should have his "day in court." He asserted the measure does not provide for a hearing. Instead of the provision in the old act that no revocation order shall take effect until 30 days notice has been given and after the aggrieved may apply for a hearing, he said the new measure would cut notices to 15 days, with no specific provision for a hearing. Senator Dill objected to this interpretation, declaring a hearing is provided for. The witness asked that the present provisions be retained and the Dill amendment be deleted. "We feel that it is utterly foreign to the whole spirit of the Radio Act to set up such an arbitrary power of radio life and death as is provided in this section," he said.

Protests Fine Provision

VIGOROUS objection was voiced by Mr. Bellows to the provision for a $1,000 a day fine for violation of radio regulations. He said it would turn the Commission into a "radio police court," although the existing law provides penalties to be prescribed by the courts. He said the section is outside the purview of the President's recommendations and that it says nothing about giving notice that the continuing offense is being committed.

Mr. Bellows was asked to summarize the balance of his testimony and place his full statement in the record. On the political section of the proposed Dill bill, which would throw open radio stations to all factions, Mr. Bellows said it, in effect, would prohibit debate of public questions on the air and damage the usefulness of radio. In the light of practical experience, he said, the present political section does need revision, either to safeguard the right of free speech or to protect the broadcasters, "but certainly we do not want to see our liability for slander increased to a point where we shall have to bar all candidates for public office and all their supporters, and all discussion of public questions to be voted on at an election from the air."

He suggested that the new Commission study this problem and recommend to Congress whatever changes are needed. Under examination, he proposed that the present Section 18 be retained, with the amendment that any broadcaster be authorized to examine in advance any speech to ascertain whether it is libelous or slanderous and be allowed to bar the address or section considered objectionable.

The rate provision of the political section, proposed by Senator Dill, which specified that rates for such speeches shall be no higher than regular rates was characterized as unnecessary by Mr. Bellows, since the NRA code for the radio industry provides that there shall be no rate discrimination.

Asks Appeals Clause

MR. BELLOWS characterized the elimination of the provisions for appeal to the court from orders of the Commission the "most far-reaching change" proposed. It had been explained, however, by Chairman Dill that the radio appeal section was purposely omitted by him in the hope of writing an improved section on the basis of testimony.

A memorandum on this subject, prepared by Duke M. Patrick, former general counsel of the Commission and now of the firm of Hogan, Donovan, Jones, Hartson & Guider, was introduced by Mr. Bellows. Mr. Patrick recommended that Section 16 be reenacted in substantially its present form rather than leave the law silent and defective upon such a fundamental question. He said there is enough difference between the functions of the radio division of the proposed Commission and other divisions to justify the establishment of a separate method of review for that division.

The first witness at the hearing was Commissioner Frank McManamy, chairman of the legislative committee of ICC. He said the Commission believes it to be sound public policy and in the interest of effective and economical regulation to consolidate under a single commission the activities proposed in the Dill bill.

Hearings before the House Interstate and Foreign Commerce Committee on the Rayburn bill have been indefinitely postponed by Chairman Rayburn, (D.) of Texas, because of pending work on stock exchange legislation. They were set originally for March 13. He promised early hearings on his bill which, incidentally, is not opposed by broadcasting interests.

Another WIL Record!

FIFTY-ONE

St. Louis Business Concerns *daily* send their advertising messages to St. Louis Radio Listeners through WIL. These fifty-one concerns, all have shown large increases in production and sales. WIL Means Guaranteed Results.

MR. NATIONAL ADVERTISER:

WIL will Produce the same gratifying results for your product, for WIL has grown with *commercial radio* since its origin. WIL is the *oldest Commercial station* in St. Louis—Established in February, 1922. You cannot adequately cover Greater St. Louis, without using WIL. WIL Means Guaranteed Results.

INVESTIGATE BEFORE PLACING

Your Spring Advertising Campaign. There must be a reason why WIL Regularly and Consistently carries more local sponsored programs than its three station competitors *combined*.

WIL

ST. LOUIS

"The Biggest Little Station in the Nation"

ACTIONS OF THE
FEDERAL RADIO COMMISSION
MARCH 1 TO MARCH 14 INCLUSIVE

Applications . . .

MARCH 3

WORC, Worcester, Mass.—License to cover special experimental authorization granted 2-9-34 to use directional antenna on 1280 kc., 500 w., and unlimited time.

WKZO, Kalamazoo, Mich.—Modification of license to change hours of operation from D. to unlimited time and change power from 1 kw., LS to 500 w., 1 kw., LS; also CP to move transmitter, exact site to be determined; change equipment; change hours of operation from D. to unlimited time and power from 1 kw., LS to 500 w., 1 kw., LS.

WRAX, Philadelphia—CP for auxiliary transmitter.

WSOC, Charlotte, N. C.—License to cover CP granted 2-20-34 to install new equipment and increase power from 100 w. to 100 w., 250 w. LS.

WBRC, Birmingham, Ala.—Authority to determine operating power by direct measurement of antenna power.

WLBF, Kansas City, Kans.—Modification of license to change frequency from 1420 kc. to 1310 kc.

NEW, H. E. Studebaker, Lewiston, Idaho—CP to operate on 1420 kc., 100 w., and unlimited time.

Application returned: KVI, Tacoma, Wash.—Modification of license to increase power from 500 w. to 500 w., 1 kw., LS.

MARCH 5

KYW, Philadelphia—Modification of CP granted 10-27-33 to move transmitter from Bloomingdale Twp., Ill., to Whitemarsh Twp., Pa., and studio from Chicago to Philadelphia; extension of completion date to 10-27-34 is requested.

NEW, Lucien R. Gruss, Cleveland, O.—CP to operate on 610 kc., 500 w. power, D.

MARCH 7

WFAS, White Plains, N. Y.—Special experimental authorization to operate simultaneously with WJBI, sharing as before with WGBB and WGNY for period of 30 days commencing 4-1-34.

WJBI, Red Bank, N. J.—Special experimental authorization to operate simultaneously with WFAS, sharing as before with WGBB and WGNY for period of 30 days commencing 4-1-34.

WINS, New York—Special experimental authorization to use power of 5 kw. and to operate unlimited time for period ending 8-1-34.

KLRA, Little Rock, Ark.—Modification of license to incorporate in license authority to use auxiliary tube, in last radio stage in conjunction with an interlocking switch as authorized by special temporary authorization granted 10-27-33 for period from 11-1-33 to 5-1-34.

WHBU, Anderson, Ind.—License to cover CP granted 2-13-34 to rebuild station destroyed by fire.

WCFL, Chicago—CP to erect auxiliary transmitter.

NEW, Dr. J. R. Burgess and George B. Bairey, Helena, Mont.—CP to operate on 1420 kc., 100 w., specified hours.

Application returned: NEW, D. A. Gibbs, Jr., and E. H. Shemorry, Williston, N. D.—CP to erect new station with power of 500 w., on 1500 kc., D.

MARCH 10

WABI, Bangor, Me.—Voluntary assignment of license to Community Broadcasting Service.

KTUL, Tulsa, Okla.—Voluntary assignment of license to Tulsa Broadcasting Co., Inc.

KMBC, Kansas City, Mo.—Modification of CP granted 12-5-33 to move auxiliary transmitter for extension of completion date to 5-5-34.

Applications returned: NEW, Gino Amatucci, Latrobe, Pa.—CP to operate on 730 kc., with power of 6 w., D.; KGW, Portland, Ore.—CP to increase power from 1 kw., to 1 kw., 2½ kw., LS, and make changes in equipment; amended re geographical location: NEW, W. L. Gleason, Salinas, Cal.—CP to operate on 1210 kc., 100 w., D., exact locations of transmitter and studio to be determined; KFGQ, Boone, Ia.—Modification of license to change hours of operation from specified hours to unlimited time.

MARCH 14

WAAB, Boston, Mass.—Construction permit to move transmitter from Quincy, Mass., to Auburndale, Mass., make changes in equipment, change frequency from 1410 to 640 kc., and increase power from 500 w. to 5 kw.

WODX, Mobile, Ala.—Voluntary assignment of license to W. G. Austin, trustee; also voluntary assignment of license to Pape Broadcasting Corp., Inc.; CP to move transmitter and studio to 106 St. Joseph St., Mobile, Ala., and make changes in equipment.

WSFA, Montgomery, Ala.—Modification of license to change hours of operation from simultaneous day and share night with WODX to unlimited time, contingent upon the Commission granting authority to WODX to remove to and operate on another frequency.

KQW, San Jose, Calif.—Construction permit to move transmitter from San Jose to Hunter's Point on the Bay, San Francisco.

NEW, Helena, Mont.—Construction permit to operate on 1420 kc., 100 w., and unlimited time.

Application returned: NEW, Jack Hawkins and Barney Hubbs, Pecos, Tex.—Construction permit to operate on 1380 kc., power of 100 w., D.

Decisions . . .

MARCH 2

NEW, Big Horn Broadcasting Co., Sheridan, Wyo.—Granted CP to operate on 1370 kc., 100 w., unlimited time.

WBAX, Wilkes-Barre, Pa.—Granted license covering changes in equipment, 1210 kc., 100 w., specified hours.

WAMC, Anniston, Ala.—Granted modification of CP extending commencement date to March 1, and completion date to May 1.

WHEF, Kosciusko, Miss.—Granted modification of CP extending commencement date to Feb. 24, and completion date to June 24.

WCAZ, Carthage, Ill.—Granted modification of license to increase power from 50 w. to 100 w.

WRAE, Tampa, Fla.—Granted consent to voluntary assignment of license to Tampa Times Co.

WFDF, Flint, Mich.—Granted authority to operate without an approved frequency monitor until March 17, while making repairs.

Set for Hearing: NEW, American Radio Productions Inst., Inc., New York—CP, 1400 kc., 500 w., unlimited time, exact location of transmitter to be determined by (facilities WBBC, WLTH, WARD and WVFW); NEW, A. V. Tidmore, Salisbury, Md.—CP, 1200 kc., 100 w., D., exact location to be determined.

WPTF, Raleigh, N. C.—Granted modification of CP for approval of exact transmitter location at Cary, N. C.

NEW, Ark-La-Tex Radio Corp., Shreveport, La. (Ex. Rep. 538)—Denied as in case of default application for CP to operate on 1210 kc., 100 w., unlimited time, sustaining Examiner Hill.

KWEA, Shreveport, La.—Granted consent to voluntary assignment of license to International Broadcasting Corp., sustaining Examiner Hill; also granted renewal of license to operate on 1210 kc., 100 w., unlimited time.

KGFX, Moorhead, Minn.—Suspended authority granted Jan. 30, 1934, for removal of station from Moorhead, Minn., to Duluth, Minn., and application was designated for hearing because of protests of City of Moorhead and WEBC, Superior, Wis.

WSPA, Spartanburg, S. C.—CP, 920 kc., 2½ kw., D. hours, heretofore designated for hearing, was denied because applicant failed to enter appearance within time allowed.

KFIZ, Fond du Lac, Wis.—Modified license, 1310 kc., 100 w., specified hours, heretofore designated for hearing, was denied because applicants failed to enter appearance within time allowed.

WKZO, Kalamazoo, Mich.—Special authority to operate from sunset at Kalamazoo to midnight; application heretofore set for hearing, was dismissed at applicant's request.

MARCH 6

WICC, Bridgeport, Conn.—Granted modification of license to change name to Southern Connecticut Broadcasting Corp.

WFDV, Rome Ga.—Granted authority to operate without approved frequency monitor while it is being sent to factory for recalibration.

Set for hearing: WGBI, Scranton, Pa.—CP to increase power from 250 w. to 1 kw., make changes in equipment and use directional antenna; NEW, Hoosier Broadcasting Inc., Indianapolis—CP, 1360 kc., 1 kw., unlimited time (facilities of WGES and those vacated by WJKS).

Oral Argument on Ex. Rep. No. 534, set for March 7, before the Commission en banc, continued to March 21, at request of attorneys for applicant and protestant. In this case Herbert H. Fette seeks a CP for station at Meriden, Minn., to operate on 1310 kc., 100 w., D hours.

MARCH 12

WAGM, Presque Isle, Maine—Granted license covering local move of transmitter and making changes in equipment.

WPEN, Philadelphia, Pa.—Granted CP for auxiliary transmitter.

WRAX, Philadelphia, Pa.—Granted CP for auxiliary purposes.

WTAX, Springfield, Ill.—Granted CP to move transmitter and studio locally.

WGCP, Newark, N. J.—Granted modification of CP to extend commencement date to 2-25-34 and completion date to 6-15-34.

WNEW, Newark, N. J.—Granted license covering consolidation of WODA and WAAM, installing new equipment and increasing daytime power from 1 kw. to 2½ kw.

WGST, Atlanta, Ga.—Granted license covering increase in power and changes in equipment.

KARK, Little Rock, Ark.—Granted license covering changes in equipment and moving transmitter locally.

KFOR, Lincoln, Neb.—Granted license covering changes in equipment and moving transmitter locally.

KGBX, Springfield, Mo.—Granted license covering changes in equipment.

KWTO, Springfield, Mo.—Granted modification of license to increase power from 500 w. to 1 kw. on 560 kc.; D.

KWLC, Decorah, Ia.—Granted special temporary authority to remain silent from March 24 to April 2, inclusive, during Easter holiday.

WSVS, Buffalo, N. Y.—Granted special temporary authority to remain silent March 29 to April 8, inclusive, for Easter vacation.

Set for hearing: WWVA, Wheeling, W. Va.—CP to make changes in equipment and increase power from 5 kw. to 10 kw.; WBAX, Wilkes-Barre, Pa.—CP to make changes in equipment and increase day power from 100 w. to 250 w. and increase hours of operation from specified to unlimited.

WEVD, New York (Ex. Rep. 531)—Granted modification of license to increase power from 500 w. to 1 kw. on 1300 kc., sharing with WBBR, WFAB and WHAZ, reversing Examiner Hill.

KFJZ, Fort Worth, Tex.—Granted regular license in lieu of temporary license to expire July 1, since Henry Clay Allison, who applied for the facilities of station, defaulted.

WHBD, Mt. Orab, Ohio—Granted regular renewal license to expire July 1, since M. L. Meyers, who applied for its facilities, defaulted.

KGAR, Tucson, Ariz.—Granted regular renewal license to expire July 1, since application of KVOA for its facilities was dismissed at applicant's request.

KVOA, Tucson, Ariz.—Granted regular renewal of license to expire July 1, since the application of KGAR for its facilities was dismissed at applicant's request.

WINS, New York—Application for modification of license requesting facilities of WNYC, heretofore set for hearing, was dismissed at applicant's request.

KRSC, Seattle, Wash.—Application for modification of license 1120 kc., 100 w., D. and midnight to 4 a.m. daily, heretofore set for hearing, dismissed at applicant's request.

WMEF, New York—Granted authority to operate WMEF, 150 w., 1546 kc. and 2390 kc., March 5 to 21, inclusive, to make tests.

WLVA, Lynchburg, Va.—Granted special temporary authority to operate station without approved frequency monitor for 15 days.

Examiner's Reports . . .

WARD, WBBC, WLTH and WVFW, Brooklyn, N. Y.—Examiner Walker recommended (Report No. 539, Dockets 1780, 1926, 2039, 1882, 2013, 2014, 1884, 1967, 1883, and 1968) that all be denied renewal of licenses.

KFYR, Bismarck, N. D., and KFDY, Brookings, S. D.—Examiner Hill recommended (Examiners Report 540) that the application of KFYR for unlimited time on 550 kc. with present power of 1 kw. night and 2½ kw. day, be granted (formerly specified hours) and that application of KFDY for shift in frequency from 550 to 780 kc., with same power and specified hours, be granted.

Radio Censorship Fears Are Discounted by Dill

THE AMERICAN plan of broadcasting by private enterprise was held vastly superior to the government-controlled European systems by Senator Dill (D.), of Washington, in an address March 12 over the NBC-WEAF network. Speaking on the WASHINGTON STAR Radio Forum, he said this system has placed the United States from two to four years ahead of any other nation in radio development.

Speaking on the new communications bill proposing creation of a Federal Communications Commission, the Senator pointed out that, with only 6 per cent of the world's population, the United States has more than 50 per cent of all radio sets on earth.

Answers Censorship Charge

ANSWERING specific charges by Senator Schall (R.), of Minnesota, that the communications bill threatened the security of the press and would inevitably result in censorship through control of telegraph and other transmission by the proposed communications commission, Senator Dill said these deductions were entirely erroneous. "There is not a line in the new bill about censorship," he asserted, pointing out that the present Radio Commission has never had power to regulate rates for advertising or broadcasting or rates of any kind. "Nor does this proposed law give the new Commission power over advertising or broadcasting rates," he added.

"It is my opinion, however," he continued, "that unless radio station managers eliminate some of the objectionable advertising practices now prevalent, the protests and demands of radio listeners will eventually force Congress to give the Commission complete control over both rates and advertising."

COMMERCIALISM TOUCHES B. B. C.

English System Accepts Pay For Orchestra Broadcasts; Continental Stations Penetrate Isles

CARLETON L. DYER, managing director of the Philco Radio & Television Corporation of Great Britain, Ltd., one of England's largest radio manufacturers, who arrived in this country late last month for a short visit, believes that the American system of broadcasting is far ahead of the British method. He is a pioneer in the movement for sponsored programs in England and has already introduced American-type broadcasts on European Continental stations.

This visit marked Mr. Dyer's first return to the United States within two years. He is a native of Canada and, prior to joining the British Philco Company several years ago, he was associated with the New York office of Erwin, Wasey & Co.

Clashed With Reith

LONG an advocate for commercializing British programs, Mr. Dyer has frequently debated the subject with Sir John Reith, managing director of the British Broadcasting Corporation. When he failed in every move to introduce sponsored programs over the B.B.C., Mr. Dyer leased time on continental stations to reach British audiences with sales messages as well as entertainment.

"As a mater of fact," he said, "the B.B.C. is already being paid to broadcast dance music by well known British dance orchestras from London hotels. Also, when recordings are broadcast, the recording manufacturer is mentioned on the air although he does not pay for the privilege. The B.B.C. is also commercial through its three radio publications which contain advertising. One of the papers exceeds 2,000,000 circulation and places the B.B.C. in the position of being one of England's greatest commercial publishers.

"There is plenty wrong with British broadcasting. The B.B.C. monopoly's charter ends next year and there is some hope for a change in the system. In all, the programs are far below the standards of American stations and networks. I keep in constant touch with American program development by tuning in the programs on short-waves."

He said that one of the chief troubles with B.B.C. programs was that they are monotonous.

Uses U. S. Discs

BRITISH programs are not continuous throughout the day, he said, occasional long gaps of silence occuring—particularly in the morning. These silent British hours, he pointed out, are considered the choicest periods for sponsors over continental stations who are interested in reaching British audiences.

"My firm has sponsored programs over French stations over a long period," he declared, "and the broadcasts met with much success. Just recently, we launched a series over EAQ, a Madrid short-wave transmitter. All of our programs are in English. Where it is impossible to secure suitable live talent, we use electrical transcription of American manufacture."

He said that his transcriptions were supplied by Sound Studios, of New York, and included the works of prominent American radio personalities.

NBC in Disc Field

(*Continued from page 6*)

network programs recorded for subsequent use in spot broadcasting. NBC has refused to permit such programs to be piped to transcription companies for recording, and the sponsor was obliged either to drop the spot supplementaries, to substitute a different program on spot stations, or pay for a second performance with appreciably higher talent costs. It is understood that this policy was a stumbling block in the signing of a large new account seeking both network and spot service with the same program. Such contingencies will be overcome under the new arrangement.

RADIO ACTRESSES GUILD has been formed in Hollywood with Mora Martin as president; Kay Van Riper, vice president; Georgia Fifield, treasurer, and Mrs. Gloria Gordon, secretary. All are prominent in Southern California broadcast circles as dramatists.

PIEZO ELECTRIC CRYSTALS

"Superior by Comparison"

NRA

BROADCAST BAND

Broadcast Band Crystals supplied fully mounted, ground to an accuracy BETTER than .03% on equipment tested regularly by U. S. Bureau of Standards, Standard Frequency Signals.

Crystals for use in the Broadcast Band are supplied in two types of holders. Our Standard Holder (contact type) made of Bakelite, with metal parts brass nickle-plated. Our Precision Isolantite Monel Metal Holder (air gap adjustable) permits small adjustment of frequency, by changing air gap slightly. When ordering state type tube, plate voltage and operating temperature.

FREQUENCY RANGE 100 TO 1500 KC.

Standard Holder $35

Precision Isolantite Holder $45

Prices include accurately ground crystal

STATION MONITOR SERVICE

We will calibrate and adjust your present MONITOR to an accuracy of plus or minus 50 cycles (550 kc. to 1500 kc.), at a cost of $25. We will furnish new crystal in your Monitor (holder supplied with Monitor), calibrate and adjust same to within 50 cycles for $60. If a crystal is supplied with Monitor which is lower than desired frequency, cost for regrinding and adjusting within 50 cycles is $55.

Prompt Delivery Assured

SCIENTIFIC RADIO SERVICE

"THE CRYSTAL SPECIALISTS"

SINCE 1925

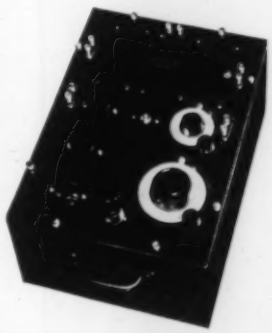
124 JACKSON AVE., UNIVERSITY PARK

HYATTSVILLE, MARYLAND

ANTENNA RESISTANCE

DIRECT MEASUREMENT ON A BRIDGE

The new Type 516-C Radio-Frequency Bridge measures antenna resistance and capacitance directly. Accurate measurements throughout the broadcast range (and higher) can now be made by the well-established bridge method.



PRICE, $225.00

Bulletin EX-3312-B describes the bridge and shows data obtained on a typical broadcast antenna.

Write for a copy to:

GENERAL RADIO

Cambridge A **Massachusetts**

YESTERDAY AND TOMORROW

Under One Roof

The elegance of yesterday and the modernity of tomorrow are yours at the famous Auditorium Hotel — completely modernized at a cost of over $100,000.

All the distinctive characteristics of superlative living, the high standards of service, the inimitable food and the distinguished Michigan Avenue location are offered you today in a new dress at a daily rate from $1.50 single without bath—from $3 single with bath—double from $5.

Write for illustrated folder

ARTHUR J. NEWMAN ..... MANAGER

AUDITORIUM HOTEL

CHICAGO

The Other Fellow's Viewpoint

Education Via Radio

To the Editor of BROADCASTING:

Your article in Feb. 1 issue entitled "Education Stations Dwindle to Thirty," does not mention Station WSYU, of Syracuse University, Syracuse, N. Y. Call letters WMAC were changed last autumn to WSYU, to better identify this institution of over 5,000 students.

Using the facilities of WSYR, with transmitter located on the university campus, WSYU operates at present about four hours weekly. The college programs are outstanding, in that they now combine a high order of entertainment and instruction. It is our belief that the radio managers of the university have attained the utopia in audience approval through judicious use of the excellent talent available in the music college and other colleges on the Hill.

The dramatic program of the State College of Forestry has been acclaimed by government officials and critics as the ideal educational feature.

The direction of the university radio activities is entirely separate from WSYR and is non-commercial, except as promotion of interest in the university. We are proud of our connection with WSYU. One of the outstanding musical organizations of the university is on the Blue network of NBC, Feb. 21. Chancellor Flint was featured on WSYR's broadcast to the South Pole on Jan. 22, over an NBC network and short wave around the world. This illustrates the value to the university of a connection with a network station under the Syracuse plan.

The beauty of this plan is the access to the network for the better features developed on WSYU, and the negligible cost of the institution through facilities in consolidation with a commercial station. We feel we have achieved the ideal in educational radio, and believe that the program counsel of WSYR has been helpful in constantly raising the educational programs to higher levels.

We submit this Syracuse plan as the nearest to perfection that is possible without a heavy drain on a college's resources.

We will be glad to turn over to the university authorities any inquiries from those interested in further details.

HARRY C. WILDER,
President, WSYR,
Feb. 13, 1934. Syracuse, N. Y.

Radio News Service

(*Continued from page 8*)

the first few broadcasts were notoriously poor because the news selected had been published hours before their air presentation, the more recent service, according to radio observers, has shown substantial improvement, although still not wholly in the "spot" news category.

The Press-Radio Bureau, it is evident, has been interpreting the "program" most liberally of late, placing into the 5-minute broadcasts many bulletins which ordinarily would have been held over for later broadcasts. Moreover, a good many items have been provided in between regular broadcasts as in the class of news of "transcendent importance."

Among certain newspapers, it is declared, the new radio arrangement has had a salutary effect. In many instances newspapers which previously had omitted program listings entirely have reinstated them, and some even have restored trade-names in some cases.

In connection with legal actions against alleged plagiarism of news by radio organizations, it was learned, Mr. Harris, as chairman of the publishers' committee, has ordered his editorial committees of three, in every state in the country, to watch closely for any violations of the rights of press associations and newspapers. This, presumably, is with a view of seeking court injunctions, once evidence of violations has been procured.

Statement by Mr. Harris

MR. HARRIS made public the following statement March 9 on the operations of the Press-Radio Bureau:

"Generally, throughout the country, the situation is satisfactory, and stations are complying. A few violations of the program are reported from California and the Boston area, but only a small number of stations are involved. The service of the Press-Radio Bureau, which is compiled from the reports of the United Press, Associated Press and International News Service, is now going out daily from the Press-Radio Bureau of the Publishers' National Radio Committee to more than 125 stations.

"There seems to be some slight misapprehension created by radio stations which do not desire to utilize the authorized broadcast, that the program of the Publishers' National Radio Committee in some manner deprives the radio audience of its right to hear the news. On the contrary, one of the impelling motives of the newspaper publishers in granting the request of the broadcasters to furnish this news was to prevent the circulation of inaccurate statements over the radio by furnishing the broadcasters with reliable news without cost. In addition to the regular bulletins consisting of enough news for a 5-minute broadcast twice daily, which are distributed to all radio stations which so desire, news bulletins of extra importance are being broadcast throughout the 24 hours whenever the importance of the news justifies the release of these extra bulletins.

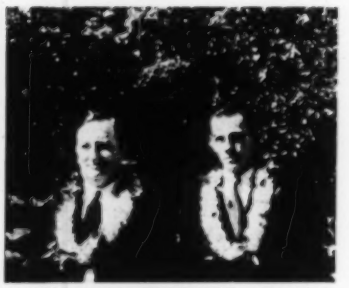
"The new arrangement guarantees the authenticity of news which is broadcast, and gives all radio stations access to reliable and accurate news."

Comments on Press "Program"

THE PRESS-RADIO "program" have evoked considerable comment in press circles, most of which, of course, has been favorable to the arrangement as a possible solution to a bitter controversy. A discordant note—one in opposition to the press attitude—was in an article published March 4 by the SUNDAY HERALD, of Bridgeport, Conn., which pointed to the danger to the press of the creation of an independent news-gathering organization for radio. Leo Miller, columnist of the newspaper, commended the Yankee Network and Mr. Shepard, for their foresight in starting their own news organization. He continued:

"Now this (The Yankee News Service), which has all sorts of possibilities for the future, is something that would never have happened had it not been for the exaggerated and frantically-expressed fears of those worrisome newspaper publishers. It's their own doing. The Yankee Network's example will, of course, be followed in all parts of the country, for there are other broadcasting executives who must be as independent and as fond of a fight, no matter how big they come, as John Shepard, III.

"If the publishers had been cooperative and adjudged radio as an entertainment medium preeminently—which, take this department's word, it is—this new-aborning menace would never have arisen. If those publishers lost sleep before, let them blame themselves now for what, one fears, is going to be a hectic-siege of insomnia."



HAWAIIAN TRIBUTE—Marion A. Mulrony (left), manager and engineer of KGU, HONOLULU ADVERTISER station, and John Signor, assistant engineer, who arranged the program in honor of President Roosevelt's first anniversary in the White House, which was rebroadcast by NBC March 4.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Count three words when box number address is used. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Engineer, now employed Columbia regional station, experienced control operator, wants change. Commercial licensed 10 years. Satisfactorily served two broadcasting stations, municipal police, U. S. engineers, Federal Barge Lines. Twenty-four, married, university degree. Excellent references. Immediately available. Box 172, BROADCASTING.

Commercial or station manager—seven years radio large West Coast stations. Married, 45, family. Excellent training, references. Get the business. Box 173. BROADCASTING.

Broadcast operator—Thoroughly experienced. Reliable. Age 25. References. Box 171, BROADCASTING.

FOR SALE—EQUIPMENT

Type 100 W, RCA 100 watt transmitter Perfect condition and performance. WORC. Worcester, Mass.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D.C.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearney Sts., N. E.
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

FRED O. CRIMWOOD
RADIO ENGINEER
Field Strength and Station Location Surveys
Constructional Engineering
Complete Transmitter Check-ups
Boonville Highway near Hercules Ave.
Evansville, Ind.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Radio's newest achievement!

WORLD DAILY PROGRAM SERVICE

More than seventy stations in every part of the country are on the air with radio's newest achievement: the WORLD DAILY PROGRAM SERVICE. This flexible service gives stations and advertisers the long-sought way to broadcast economically with first class programs whether over one station or many stations. By providing a new opportunity for local or regional advertisers to go on the air profitably, the World Daily Program Service opens up new sources of revenue for stations—both network and independent.

STATIONS:
These programs are available to only one station in a city. A few territories are still open. Write or wire for details.

ADVERTISERS:
Upon request we shall be glad to send you the list of stations broadcasting these programs, and information about the types of the programs.

World Broadcasting System, Inc.

50 West 57th Street, New York, N. Y.

Offices and Recording Studios at

400 West Madison Street, Chicago, Ill. 1040 North Las Palmas Avenue, Hollywood, Cal.

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee